

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVII.

NEW YORK, APRIL 7, 1909.

No. 1.



Influencing Merchants.



You directly influence over 17,000 leading merchants of the United States who sell Advertised Goods—and **their millions of customers** who buy Advertised Goods—by Advertising in the Butterick Magazines.

Because—

These "over 17,000 leading merchants" sell Butterick Magazines—in their own stores, to their own customers—as a means of leading to further sales—in their own stores, to their own customers—of patterns, dress goods, linings, trimmings, thread, buttons and Advertised Goods upon which these merchants realize profits.

Thus, **through their own profits**, merchants know the value to themselves of the influence of Butterick Magazines on their customers.

And this is why these "over 17,000 leading merchants" are influenced by Advertising in Butterick Magazines and are willing to stock goods Advertised in Butterick Magazines.

The tremendous distributing power of over 17,000 leading merchants of the United States may be yours through Advertising in Butterick Magazines.

W. H. Black

Manager of Advertising
Butterick Building
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

Ask Our Advertisers

Effective April 1st, 1909
The WOMAN'S NATIONAL DAILY

Adopts a Flat Rate of Only 20 Cents Per Line.

Below are shown the only rates that we have in effect commencing April 1, 1909.

DISPLAY ADVERTISING.

Run of paper, 20 cents per agate line flat each insertion.
 Full position, 25 cents per agate line flat each insertion.

READING NOTICES.

30 cents per agate line flat each insertion.

CLASSIFIED ADVERTISING.

Two cents per word flat for each insertion.
 No classified advertising order accepted for less than three issues.
 No order accepted for less than 80 cents.

CIRCULATION GUARANTEE.

During the life of above rates advertisers are absolutely guaranteed

A PAID CIRCULATION OF
FROM 160,000 TO 200,000 COPIES PER ISSUE
and every copy actually reaches a home

The WOMAN'S NATIONAL DAILY

has the lowest advertising rate in the world for 100% home circulation.

The adoption of a flat rate of 20 cents per line gives each and every advertiser that uses the WOMAN'S NATIONAL DAILY the best advertising value obtainable in the daily newspaper, agricultural or mail order field. Just think of it—only 20 cents per line for a proved *paid* circulation that is guaranteed to average from 160,000 to 200,000 copies per issue! We have been in the publishing business for a long time and have seen, read and heard of a great many advertising successes, but have never known another publication that has been such a uniform producer of profitable dollars and cents results. There are dozens of advertisers who use the WOMAN'S NATIONAL DAILY to try out their copy. They know the medium so well that they use it to determine whether their copy is right—whether they would be justified in running it in the monthly papers. The results are quick and sure in nearly every case. You generally get most of the results within ten days after the advertisement appears.

Our circular, "WHAT'S THE ANSWER?" contains some cold, hard facts that will convince any progressive advertiser that the WOMAN'S NATIONAL DAILY is a profitable medium and should be included on the list of all who desire publicity in the smaller towns and rural districts.

For our circular, "WHAT'S THE ANSWER?" sample copy, etc., address:

THE WOMAN'S NATIONAL DAILY

CAL J. MCCARTHY, Advt Mgr.

UNIVERSITY CITY,

ST. LOUIS, MO.

CHICAGO OFFICE:

NEW YORK OFFICE:

GEO B. HISCHE, J. D. ROSS,
 1700 First Nat'l Bank Bldg.

R. J. DANBY, G. B. LEWIS,
 Flat Iron Bldg.

115268

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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VOL. LXVII.

NEW YORK, APRIL 7, 1909.

No. 1.

ACTIVITY IN TYPEWRITER ADVERTISING.

THE MONARCH MAGAZINE CAMPAIGN
JUST STARTING—TELLING ORGANI-
ZATION PERFECTED BEFORE MA-
CHINE—HOW A BIG FOREIGN MAR-
KET WAS WON.

By Lester A. Brady.

There is no line of advertised goods so active and in such an evolutionary condition as the typewriter field.

The world is learning to discard pens for almost all writing—even for bookkeeping and for the society woman's personal correspondence. There is a woman in Philadelphia, well known as an expert accountant, who is vainly trying to interest someone in a movement to cultivate penmanship. But her neatly penned letters to newspaper editors and business magazines on the subject are regarded merely as curiosities—to such an extent has the typewriter excluded the practice of handwriting! A famous author and war correspondent has carried the same typewriter with him in the wilds of Africa, Siberia, and every corner of the world, through war, earthquake, shipwreck and epidemics of disease—just like a fountain pen or a pencil.

The typewriter business has consequently become one of the greatest in the world. Up at Ilion, N. Y., the entire population of a large town is busy making Remington typewriters—a couple of thousand per day. The American manufacturers of typewriters annually turn out \$6,932,029 worth of typewriters, according to the 1900 census. The industry has since then almost doubled itself. Twenty-five type-

writers are now being marketed in this country, and fifteen more abroad. In spite of the increasing number of manufacturers, more typewriters are being sold every year.

But the typewriter is a patented device being constantly improved and changed—which introduces changes and revolution in advertising and selling plans. Those old Caligraphs which we once wrote upon not so many years ago look like blunderbusses alongside of the typewriters of to-day. Advances have been many and rapid, and in the past year or more some remarkable changes have taken place, which are expected to shake up the field very vigorously.

Public demand has persistently leaned toward visible writing machines, and considerable litigation has resulted from the efforts of various companies to secure patent rights. As the case now stands practically all companies are making visible machines and the royalty being paid by rival concerns to each other for separate patents is a paradoxical feature of the business.

The long-held monopoly on a certain general style of visible writing was, however, broken, and now there are seven or eight models of visible writing machines on the market, all pushing hard for business. Even the Remington concern has come out with a visible model, while not advertising it as such, and has joined in the general break-away from old models. New machines have come on the market, and new advertising activity has been injected into the typewriter field, which, it is predicted, is going to mean a vigorous war for the survival of the fittest. And the fittest who survive will

necessarily have to be very much skilled in advertising. The Remington-Sholes Company is now in the hands of a receiver and may be sold—which illustrates the pressure of competition in the business.

The application of the typewriter to bookkeeping has opened up an immense field heretofore closed. It is now possible to do all the bookkeeping and writing involved in the handling of an order *at one operation*, where twenty were formerly required. It is possible to make out the bills while you post the sales sheet. With the new Remington adding model, it is possible to add, subtract and multiply while writing on the typewriter. All this shows the great marketing possibilities of the typewriter and explains the unusual advertising activity in the typewriter field at present.

Three energetic and new typewriter advertisers are making their appearance as a consequence of this typewriter situation. The Royal typewriter, a low-priced machine, said to be backed by Ryan and unlimited capital, has been most lavish in its advertising expenditure, but particularly in the general publicity and signboard and trade journal field. At the business show in New York last fall it had a mammoth electric display, and created a furore by having an electric sign directly underneath the business show sign on Madison Square Tower. Other typewriter companies threatened to leave the show because it made the whole thing look like a Royal affair!

The Yost is going into the subways and elevated cars in New York with some unusual cards, and is giving considerable attention to this class of advertising.

The only new typewriter advertiser, however, who has gone into the magazines and newspapers with a thoroughly modern and vigorous campaign is the Monarch typewriter. This concern has gone into the typewriter business with an astuteness and business generalship which is worthy of the difficult and warring field in which it finds itself. It

reversed the entire usual process of marketing typewriters—or anything else. It had its organization all complete *before* the machine was ready for the market. A typewriter organization, remember, is no small thing. It is practically a complete distributive machine, jobber, middle men and all. Typewriters are sold by agents, not by retailers; and the expense of maintaining organizations merely in this country is very great. The rest of the world, however, is one of the very best markets for typewriters, as it is just now extensively discarding handwriting; and



No Three O'clock Fatigue

Monarch Light Touch does away with day-end fat, and enables the operator to maintain full speed right up to closing time.

In this way the Monarch increases the capacity of the operator and saves money for the employer.

Monarch Light Touch

is the greatest advance in typewriter construction since visible writing. Let us demonstrate this and other Monarch advantages. Write for illustrated descriptive literature.

THE MONARCH TYPEWRITER COMPANY

Monarch Typewriter Building, 300 Broadway, New York

Chicago	Boston	Philadelphia	San Francisco
Pittsburgh	St. Louis	Portland	San Antonio
St. Paul	Seattle	Wichita	San Diego

and all other leading cities

PAGE MAGAZINE SERIES

realizing this, the Monarch not only perfected its American organization before selling a single machine, but also perfected a foreign organization with even more care than the one at home. The vice-president and the secretary are practically permanently located abroad and maintain personal charge of the field. They are men widely experienced in selling to the foreign market, and make few of the mistakes that so many American exporters commit. They do business the way the foreigners are accustomed to trade, and em-

Building For Futures

WITH PRESENT PROFITS—MIGHTY HARD
FOR A COMPETITOR TO TAKE AWAY A
GENERATION—INSTILLED REGARD FOR
YOUR PRODUCT—BOYS ARE GREAT FAD-
DISTS.

Certain publishers of legal books take pains to educate the Embryo Lawyer while at College on the value of *their* books and the necessity of buying them when in active practice later on.

Certain pharmaceutical manufacturers assure themselves that the Future Physician has *due appreciation* of *their* pharmaceuticals for use in actual practice.

Both these classes—the Publisher and the Pharmaceutical Manufacturer—build wisely and well the *sure foundation* of future business.

For they realize that it will be *everlastingly difficult* to impress these Legal Lights and Sawbones later on when their astute minds are filled with clients or patients.

And they *know* that when their impression is *created*, when the Legal Mind thinks there are no better authorities than Blank's and the Medical Mind thinks no other pharmaceuticals than John Doe's will suit him—their competitor may as well save his breath to cool his porridge as to think of creating any change of mind.

Do you know that there's a deal of thought for the manufacturer or the advertiser in the above?

Think of the opportunity of building a buying appreciation for one's Goods in the Plastic, Impressionable and Retentive mind of the Youth of this Country.

You've a clean slate to write on, Brother Advertiser. You secure an undivided attention when you reach the young mind—you secure a Singleness of Purpose that will surprise you with its instant response to your typed suggestion.

In many cases were you to use *The American Boy*—the Great Boys' Publication of America—you would secure immediate and satisfactory business—Profitable to you—for *The American Boy* is subscribed for by 160,000 Boys—their average is 15½ years, and thousands of them are 16, 17, 18, 19 and 20

years of age—just coming into young manhood.

Every father knows that boys are the greatest faddists on earth—in no other class are such strong prejudices created for certain styles and fashions of wearing apparel, etc., etc. Great on being “in the swim” and having what’s “The go”—the latest thing out. They’re forming their life habits, too—more impressionable than the old stagers.

For example—

You who seek to promote the sale of ready-to-wear clothing—for certain of your suits you would secure immediate sale—

But think of the enormous prestige *your clothes* would enjoy when the Boy in whom you built an appreciation for your clothes became a Man!

Think how *hard* it would be for your competitor to secure your boy-educated customer from you in later years, when his mind was filled with the cares of Life—when he would think a thousand times as much of his earlier impressions and associations.

There's another point about *The American Boy* that will surely interest you:

The 160,000 Boys who constitute its *paid-in-advance* circulation form part of families—for where there's a boy there's a family, you know—and where there's a family there's usually a head—the Boy's Dad.

And you bet the Boy's Dad is interested in Master Boy all right—trust the Boy to see to that.

He's interested in everything pertaining to the Boy—his studies, his games and his paper.

Dad reads *The American Boy*, Brother.

You get 160,000 Dads thrown in for Full Measure when you advertise to the 160,000 Boys in *The American Boy*.

That gives you a known circulation of 320,000 Individuals of the Male Persuasion through *The American Boy*.

Mother, too, is going to look over her boy's favorite magazine. Don't forget that.

The paid-in-advance mailing list for any town or city, where you are acquainted, would give you an accurate idea of the class and quality of homes that *The American Boy* enters. Sent on request.

Write to-day for full information. We won't bother you with a solicitor, but let you judge for yourself whether or not you think it would be a good medium for you to try.

Just drop us a line to-day and we'll reply promptly.

THE
SPRAGUE PUBLISHING CO.

J. COTNER, Sec. and Treas.
DETROIT, MICH.

ploy foreigners largely to deal with their own people.

The Monarch typewriter has now been on the market four years, and in that time it has paid so much attention to the foreign field that up to this year it has done little more than fill up "due bill space" in small publications with which exchange advertising has been arranged. Even to-day fifty per cent. of its output is sold in Europe.

Circulars and pamphlets therefore constituted the sole advertising battery until the present magazine advertising was begun. Now, however, a full-page magazine campaign has started in the following publications: *McClure's*, *Cosmopolitan*, *Saturday Evening Post*, *Century*, *Harper's*, *Everybody's*, *Review of Reviews*, *Success*, *American*, *Munsey's*, *Scribner's*, *World's Work*, *Metropolitan*, *Strand*, *Atlantic Monthly*, *Outlook*, *Literary Digest*, *Collier's*, *System*.

The series will run until summer time, and a good backing up of the results is being planned. A series of booklets, each one going very thoroughly into a particular, specific argument for the Monarch, is sent to inquirers. The titles run like this: "The Typebar That Does It," "Ribbon Movement," "The Carriage," "The Monarch Touch," etc. A series of these booklets, all well planned and written, is pretty sure to make an impression on the recipient, if he is a typewriter prospect, and make him ripe for the visit of a salesman.

"We are just entering into our general advertising career," said Advertising Manager McGrew, "but we expect to advertise in the magazines and newspapers continuously. Having our organization completed with picked men, before we began business, we have been kept busy supplying the many machines sold. Several months ago, however, we enlarged our capacity considerably, and we are now ready to make advertising help aggressively to sell our output. February was the largest month in our history, and we expect to grow pretty fast."

President Crandafl, when asked about the methods by which the foreign market had been so successfully won, replied: "We sent over veteran men who had succeeded before they came with us, and who knew the ways and byways of foreign markets. The trouble with many American manufacturers who fail abroad is that they won't do business the way the foreigners are accustomed to trade. You can't force aside the habits of centuries by any amount of American hustle. You must pull with the tide, and make your success

Increased Output

Monarch Light Touch lightens the operator's load—draws less on her energy *per folio*. The result is that the operator is able to maintain full speed right up to closing time, finishing fresh and strong. Her efficiency is increased, the output of her machine is enlarged, and consequently the per folio cost of typewriting is her employer is reduced.

Monarch Light Touch

is the greatest advance in typewriter construction since visible writing. Let us demonstrate to you this and other Monarch features including the Monarch rigid carriage, wide preset typebar settings, substitute, lock space key, and margin release. Every Monarch features practical design value.



NEWSPAPER SERIES

that way. We sell as successfully in South Africa, South America and Australia as on the Continent, where we have a very exceptional trade.

"We have, by the way, a unique department here which is very helpful in our advertising. We call it a 'prosperity department'—though in reality it's just a clearing house for ideas and plans which any part of our big world-wide organization finds useful or successful. An advertising argument or phrase or layout which succeeds anywhere is sent here, and we scatter it everywhere. Our advertising appears in many languages, and our staff is continually alert for ideas which may prove useful to the whole organization."

High-Water Mark

Easter Number, 1909

CIRCULATION.

More than **1,300,000** Copies

ADVERTISING.

152 Columns

(25 columns omitted)

Easter Numbers
Circulation

Easter Numbers
Advertising

1908	908,927 copies.	100 columns	1908
1907	820,952 "	80 "	1907
1906	773,400 "	65 "	1906
1905	772,030 "	83½ "	1905
1904	702,560 "	45 "	1904
1903	543,160 "	100 "	1903
1902	337,000 "	53 "	1902
1901	315,000 "	52 "	1901
1900	235,170 "	12 "	1900

THE SATURDAY EVENING POST

The Boston Herald

Is from every point of view
New England's leading news-
paper.

The Quantity and Quality of
its Circulation bring the best
advertising results.

Advertisers using it to pro-
mote any legitimate line of
business will get better re-
sults than from any other
New England newspaper.

It is read exclusively by more
people than any other New
England newspaper.

It is read by the people who buy

NEW ENGLAND'S OPPORTUNITY FOR ADVERTISERS.

A COMPACT, ESPECIALLY INTELLIGENT SECTION, UNUSUALLY WEALTHY IN MANUFACTURES, WHICH SHOULD BE WELL COVERED—ANALYSIS OF ITS POPULATION AND CHARACTER.

When Senator Elkins rose in the Senate the other day to object to a too numerous New England representation on the Finance Committee, he called attention unconsciously to an interesting fact—that New England is predominant in this country in more ways than one. Not only has it a majority representation on the most important Senate committee, but no single section of the country wields so much influence and is financially so independent as New England.

It is a close, compact area in the United States, insignificant in size when compared to the rest of the country, but peculiarly superior to many other sections of the country.

Its natural resources loom up very small when compared with the glittering agricultural and mining possessions of other states. Many farms in Connecticut are stony and deserted, and not all of the New England States shine in agriculture.

But when it comes to *manufactures*, New England shines magnificently. It is past-master in the skilled manufactures, and the transmutation of the raw materials of other sections into finished products which bring profit and prestige over the whole world. New England shoes and textile products are standard in every part of the world. The Southern States yield up their cotton and the Western States their hides, which, when New England is finished with them, are a thousand per cent more valuable. A major portion of the \$705,000,000 worth of finished leather products turned out annually in the United States comes from New England and the same is true of the two billion dollars' worth of textiles.

New England is filled with more

skilled workers and generally "intelligent" people than any other section of the country. The ancient joke about Boston as the hub of the universe and the "point of highest intellectual pressure" is founded on facts which no amount of joking can disturb. The city of Boston is a most notable world intellectual center still, despite New York's competition, and all New England, as an envious Western wag puts it, is "honeycombed with culture." You can travel in New England farm country and find farmers' families who can translate Virgil.

As a field for advertising, New England has always been pre-eminent. It is true that it probably takes longer to establish a product in New England than in the breezy and ever-ready West; but it is also true, as many advertisers have discovered, that trade in New England is somewhat more stable and steady than in many other sections.

Tradition counts for more in New England than anywhere else—a fact which has helped to build advertising reputations—and maintain them.

A peculiar feature of New England as an advertising field is its compact unity. Many advertisers desiring to reach New England have found that Boston newspapers have a circulation covering all New England to some extent. Many advertisers, such as the Crawford Stove & Range Co., are entirely New England concerns, manufacturing and advertising almost wholly for New Englanders. This compactness and unity has been of good service to advertisers, many of whom have considered it worth while to get out a New England brand of copy to convince the people of this particular section.

It is observable that the old, hard-shell conservatism which has been the only drawback to New England's possible commercial advance, is breaking up. Progressiveness in newspaper publishing as well as in local and national advertising, by New England concerns, has paved the way for a great deal of advance. Newer

generations have become more adaptable, and the result has told in advertising responses to New England campaigns.

Analysis of the population of New England is very important to the advertiser who desires to reach that section.

The big states and their population totals follow, from the latest obtainable figures:

Maine	739,500
New Hampshire	443,100
Vermont	353,800
Massachusetts	3,393,300
Rhode Island	517,700
Connecticut	1,102,600

Total New England pop. 6,550,000

The total city population in the six New England States (in cities of over 4,000 population) is 4,510,100. Of this, 1,694,000 is in cities of 100,000 population and over; 1,729,500 in cities of 25,000 to 100,000, and 1,195,600 in cities of 4,000 to 25,000 population. This city population is divided as follows among the states:

Maine—107,800 in cities of 25,000

to 100,000 population; 174,900 in cities of from 4,000 to 25,000.

New Hampshire—97,600 in cities of 25,000 to 100,000 population; 111,600 in cities of 4,000 to 25,000.

Vermont—87,400 in cities of 4,000 to 25,000.

Massachusetts—1,206,000 in cities of 100,000 and over; 1,102,700 in cities of 25,000 to 100,000, and 462,100 in cities of 4,000 to 25,000.

Rhode Island—230,000 in cities of 100,000 and over; 91,700 in cities 25,000 to 100,000, and 130,800 in cities between 4,000 and 25,000.

Connecticut—258,000 in cities of 100,000 and over; 229,700 in cities of 25,000 to 100,000 and 228,800 in cities between 6,000 to 25,000.

The semi-urban and rural population is distributed as follows:

Maine—Semi-urban, 128,900; rural, 327,900.

New Hampshire—Semi-urban, 61,100; rural, 172,800.

Vermont—Semi-urban, 87,700; rural, 178,700.

Massachusetts—Semi-urban, 227,800; rural, 394,700.

Rhode Island—Semi-urban, 23,800; rural, 41,400.

Worcester, Mass.

Present population over 140,000—largest city in Massachusetts outside of Boston. On three railroads. Extensive manufacturing—employing high-grade, well-paid labor. Numerous fine retail establishments in all lines.

The Gazette

**Distinctively the "home" paper of Worcester
Largest evening circulation**

The Gazette holds the esteem and confidence of the people of Worcester to the highest degree. Independent editorially, devoted to the best interests of the community, it possesses this valuable quality. Its advertising rates are the lowest per thousand of any Worcester paper.

Present average circulation over 17,000 copies each night.

Being nearly 95 per cent. city circulation, the Gazette gives advertisers the greatest sales-creating force in the city of Worcester.

Circulation examined by A. A. A. and Audit Co., of N. Y.
A Roll of Honor paper.

JULIUS MATHEWS, Representative.

Connecticut—Semi-urban, 106,500; rural, 279,600.

The total New England semi-urban population is 635,800, and the total rural population is 1,395,100.

The percentages of the various kinds of population are interesting. The largest city population is in Massachusetts (81 per cent); the smallest in Vermont (24 per cent). The largest semi-urban population is in Vermont (24 per cent); the smallest in Rhode Isl- and (4 per cent.). The largest rural population is in Vermont (50 per cent); the smallest in Rhode Island (8 per cent). Maine has 44 per cent. rural population; New Hampshire 39 per cent, Massachusetts 11 per cent, Connecticut 25 per cent.

Taking New England as a whole, the city population is 57 per cent—a very large percentage. Thirteen per cent of all New England is semi-urban; and 30 per cent is rural. As 47 per cent of the entire United States is rural, the situation of New England can be clearly seen.

One of the striking features of New England population, and a very important one to advertisers—is the *density* of population in New England. Density of population has a direct bearing on distribution and advertising. The cost of distribution can be proved to be smaller per capita of circulation in New England than anywhere else in the United States.

The density of population (reckoned by dividing population with square miles of land area) in the state of Texas is 3 per cent; in Wyoming 0.9 per cent; and even in Nebraska it is no higher than 13 per cent. But in Massachusetts it is 349 per cent; in Rhode Isl- and 407 per cent; in Connecticut 187 per cent. Taking New England as a whole, it is 174 per cent. The density in the entire United States is 26 per cent. It will thus be seen that New England is singularly dense in its population; and that each distributive agent in New England reaches almost 100 per cent more population than in any other section of the country—in many cases 1000 per cent more.

Gain Upon Gain

Following substantial gains in display advertising in the months of November and December, 1908, during January and February, 1909,

The Chicago Record - Herald

Gained 505 Columns

in display advertising over the corresponding period last year. The gains apply to all sorts of high-class advertising, department stores, furniture, men's wear, financial, publications, automobiles, railroads, etc.

And it should be noted that The Chicago Record-Herald excludes "get-rich-quick" and other highly speculative financial advertising, as well as unworthy and deceptive advertising of all kinds.

**THE CHICAGO
RECORD-HERALD**
N. Y. Office, 437 Fifth Ave.

Augusta, Maine

Combined population of Augusta, Gardiner, Hallowell and Waterville is 29,375.

The Journal

runs local columns for all four places and maintains in each local offices and daily house to house distribution.

This County (Kennebec) was one of the first to receive the benefits of the Rural Free Delivery Routes. There are 54 R. F. D. Routes in the County and 25 others, making 79 R. F. D. Routes in all on which the Journal can be delivered on day of publication.

On most of these fully two-thirds of the families are regular subscribers.

Circulation examined by **A. A. A.**

A Roll of Honor paper.

JULIUS MATHEWS,
Representative.

The value of a distributive agent in New England, if for no other reason than density of population, is much greater per dollar of sales possibility than in any other section of the country.

Following analysis of population in general, it is valuable to examine New England people more individually. The illiteracy in New England is exceedingly small, compared with other sections of the country. Throughout the United States the percentage of illiteracy is 10.7 per cent, while in New England it is but 6 per cent. The Southern Atlantic States average 23 per cent in illiteracy.

This good showing is largely due to the leading position of New England in education. Boston and Massachusetts public schools are models of efficiency. Technical, industrial education is more advanced in New England than perhaps anywhere in the world.

New England is undoubtedly the most valuable manufacturing district in the United States. Its textile, shoe and other manufactures

are world-famous. Massachusetts, in spite of its small size, ranks as the fourth largest manufacturing state in the country, in point of capital employed. Only New York, Pennsylvania and Illinois are ahead—with many more square miles of territory. In point of wages paid, Massachusetts ranks third—it pays out \$232,388,946 a year in wages. This is an average of \$476 per worker—an amount surpassed by only a few other states. Connecticut pays out annually in wages \$87,942,628; Rhode Island \$43,112,637; Vermont \$15,221,059; New Hampshire \$27,693,203 and Maine \$32,691,759. Altogether New England pays out in wages annually \$439,050,232.

The manufacturing capital employed in New England is stupendous:

Maine	\$143,707,750
New Hampshire	109,495,072
Vermont	62,658,741
Massachusetts	965,948,887
Rhode Island	215,901,375
Connecticut	373,283,580

Total for New England, \$1,870,995,405

Portland, Maine

The all-the-year-round City

Owing to Portland's beautiful island-dotted harbor, its population of summer visitors is constantly and rapidly increasing each year. This transforms what are elsewhere termed the "dull summer months" into the liveliest selling months of the year. Advertisers' space in

The Evening Express and The Sunday Telegram

(Our Sunday Edition)

Pull all-the-year-round!

The net paid circulation of THE EVENING EXPRESS is equal to that of ALL (three) other Portland dailies combined.

Maine's Largest Daily and Sunday Circulation!

JULIUS MATHEWS, Representative.

This amount is larger by far than in any other section of the same size in the country, and perhaps the world.

The wage-earning capacity, also, is correspondingly high.

In the value of realty property, Massachusetts ranks second only to New York and Pennsylvania, being outclassed only by size. It has a total assessed value of realty and personal property of \$4,503,-426,621.

The savings bank deposits in the New England States total \$1,257,-537,895, or \$392.38 per depositor. Rhode Island has the distinction of having a larger sum deposited per individual than any other state in the country, with Connecticut not far behind.

It is also interesting to examine the number and condition of families in New England. There are 1,253,970 families in New England, 299,015 of which *own their homes*, free of debt. Those who are paying for homes number almost as many more.

Taking up particular localities,

Boston is very uniquely situated. Its vicinity, within a radius of fifty miles, which is closely populated, and includes Salem, Lowell, Providence and other famous manufacturing centers, is said to be the wealthiest in the entire country. Meriden, Conn., is one of the wealthiest manufacturing points in the country. Hartford is famous as an insurance center, with an exceptionally large earning capacity. Springfield, Mass., is another extremely prosperous center; while Lewiston, Maine, is a famous manufacturing center.

One of the largest sources of income to New England is the tuition revenue and other expenditures from the large number of students at schools and colleges, drawn from all over the country. The two famous universities, Yale and Harvard, are both in New England, and so are many other famous schools and colleges.

The following are the number of dealers in the most prominent lines in New England:

Grocers—Maine, 1,540; Ver-

New Haven, Conn.

The largest city in a state world-famed for exceptionally large manufacturing interests employing almost wholly skilled labor.

One manufacturer of arms and ammunition in New Haven has about 6,000 workmen. A hardware manufacturer, one of the

largest in the country, employs about 2,000. About 700 of the railroad employees live in New Haven. Several thousand more employed in manufactures, fire-arms, clocks, carriages, and a long list of iron and steel manufactures.

The Register

Circulation examined by A. A. A.

A Roll of Honor paper.

The recognized leading New Haven newspaper.

The Register has more reporters, a larger editorial staff, and at higher salaries, than any other New Haven newspaper. It has the confidence and respect of its readers to a far higher degree than any other New Haven paper.

The Register carries by far the greatest volume of local, general and more classified advertising

than any other paper in Connecticut.

By actual test it has proven the greatest producer of results in the advertising of furniture, clothing, food products, proprietary medicines and numerous other lines.

Its present average daily circulation is over 17,000 copies daily—greater by far than the circulation of all other two-cent New Haven papers combined.

JULIUS MATHEWS, Representative.

mont, 420; New Hampshire, 840; Massachusetts, 6,650; Rhode Island, 675; Connecticut, 1,605. *Total in New England, 11,725.*

Druggists—Maine, 410; Vermont, 170; New Hampshire, 100; Massachusetts, 1,500; Rhode Island, 220; Connecticut, 510. *Total in New England, 2,930.*

Hardware dealers—Maine, 230; Vermont, 130; New Hampshire, 100; Massachusetts, 575; Rhode Island, 70; Connecticut, 150. *Total in New England, 1,255.*

Dry goods dealers—Maine, 330; Vermont, 125; New Hampshire, 190; Massachusetts, 1,240; Rhode Island, 195; Connecticut, 340. *Total in New England, 2,420.*

The circulation of mediums—dailies, weeklies and monthlies—in New England, is not exceeded in extent by any other section of the country, except a few North Atlantic States. Daily newspapers have a circulation in the New England States to the extent of 2,012,400, which is 3.08 per cent population per copy. Weeklies have a circulation per issue in New Eng-

land of 2,210,405, which is 2.77 population per copy. Monthlies circulate per issue to the extent of 11,144,738, which is 0.55 population per copy. This discloses the remarkable extent to which monthly magazines as well as newspapers circulate in New England as compared to population.

An unusual volume of advertising is carried by New England newspapers and periodicals. Massachusetts is carrying annually a volume of \$8,820,540 newspaper and periodical advertising, which is \$2.82 per capita. Throughout the entire New England States the annual volume of advertising (in 1905) was \$12,940,867.

Among the progressive advertising agents in New England who have helped to develop many New England national accounts are:

N. W. Ayer & Son, H. B. Humphrey, J. Walter Thompson, Wood, Putnam & Wood, Pettingill Agency, J. W. Barber, Arthur T. Bond, Walton Advertising Company, Coven & Co., Edward D. Kollock, Walter C. Lewis, Shumway Advertising Agency, P. F. O'Keefe,

Lynn, Mass.

Lynn has a well-filled purse and is willing to pay for the good things of life. Here are over two hundred shoe factories producing children's and ladies' shoes to the value of fifty millions of dollars yearly.

The General Electric Co., with its ten thousand skilled, well-paid employees, is located here.

In Lynn there are eighty thousand prosperous people. Tell your story in the Item, and watch your business grow.

The Item

Dominates the Lynn field.

Circulation, 16,522.

Examined by A. A. A.

A Roll of Honor Paper.

The Item is a two-cent evening newspaper of the first class. It is delivered into more than 75 per cent. of the homes in Lynn. Its rates for advertising are less per line per thousand of circulation than many other papers of its class. It gives in return great

values, as is evidenced by its volume of business, both from the local merchant and the national advertiser. The Item is appreciated by the people of Lynn because it gives them a paper worthy of their city and has the interest of the people at heart.

JULIUS MATHEWS, Representative.

C. Brewer Smith, J. D. Bates (Springfield, Mass.).

New England is also famous as a publishing field. One of the largest publishing plants in the country is located at Springfield, Mass.—the Phelps Publishing Co. *Good Housekeeping* and the Orange Judd farm publications, as well as the *Woman's Home Journal*, are turned out from a beautiful new publication plant.

Among the periodicals published in New England are many mail order publications, particularly in Maine. *Comfort*, *Augusta*, Maine, is famous the world over. Lane's list, Vickery and Hill list, *Good Stories*, etc., are all Maine publications.

The *New England Magazine*, *Atlantic Monthly*, *Baseball Magazine*, *National Magazine*, *Black Cat*, *Christian Endeavor World*, *Woman's Journal*, *Youth's Companion*, *Human Life*, *Modern Priscilla*, *Home Needlework Magazine*, *Cooking School Magazine*, are all published in New England.

THE 101ST SPHINX CLUB DINNER.

The subject of discussion of the 101st dinner of the Sphinx Club, New York, April 13th, will be the comparative value of locality advertising mediums and magazines of national circulation. The discussion will be based on the following resolution:

"Resolved, that an advertiser whose goods are, or are intended to be, for sale to the consumer through the retail dealer, and whose appropriation does not exceed \$25,000 or \$75,000 per annum, can use locality mediums to better advantage than mediums of national circulation."

Mr. Wm. C. Freeman, of the *New York Evening Mail*, will speak on the affirmative side, while S. Keith Evans, of the *Woman's Home Companion*, will defend the negative side. The annual election of officers and members of the executive committee will be held that evening.

Gloucester, Mass.

AN ALL-THE-YEAR-ROUND CITY. 10,000 people summer in Gloucester and its north shore suburbs, distributing over half a million dollars among its merchants and making good selling months of the summer season. Population of Gloucester 26,000. Greatest fishery interests in America, and some manufactories.

The Times

Examined by A. A. A.

Paid circulation guaranteed more than five times greater than that of its nearest competitor. It is impossible to conduct a successful campaign in Gloucester and vicinity without using *The Times*, and such a campaign can be conducted by the use of *The Times* alone.

Average sworn circulation for 1908 was 7,342 daily, and is steadily gaining.

JULIUS MATHEWS,
Representative.

Bangor, Maine

The greatest lumber depot in the Northeastern states. Annual shipments two hundred million feet. Water power and extensive factories and ship building. Trade center for a large district that is experiencing wonderful industrial growth.

The Commercial

The only evening paper. Its publishers guarantee that it has the

Largest Circulation

of any Bangor daily.

The *Commercial* carries the greatest volume of advertising of any daily paper in the state, and as a newspaper it is by all odds the best in its territory.

Comparison of circulation with census reports shows that the *Commercial* is taken each night in nearly every family in Bangor that are daily newspaper readers. It also covers the neighboring towns that are tributary to Bangor in retail trade.

Examined by A. A. A.
A Roll of Honor paper.

JULIUS MATHEWS,
Representative.

STREET CARS ALONE SELL WOODBURY'S SOAPS, ETC.

A BLANKET CAMPAIGN OF CAR CARDS
ALONE HAVE BUILT UP THE BUSI-
NESS—DIRECT REPLIES SECURED.

Few general advertising concerns have so thoroughly tested the value of street car mediums as the Andrew Jergens Company, Cincinnati, with Woodbury's toilet articles.

Six years ago a great deal of money was being spent on various advertising mediums, but with no striking results. When George E. Hall was made advertising manager and had analyzed the situation, he felt sure that a good street car advertising campaign would produce greater results than the methods then being applied.

He prepared, accordingly, for a street car campaign which would blanket the entire country, and within a year cut off all other kinds of advertising. For some time as many as 300 cities were used. Mr. Hall had decided ideas concerning street car advertising, and proceeded to demonstrate them with his own work. He has written his own copy all the time, and believes in direct, intimate talk appealing to human nature and common sense. The cards he writes illustrate these principles, and the success achieved by them proves their efficacy.

Instead of the stereotyped way of familiarizing the public with the look of the goods, the Woodbury products are individualized by such phrases as "Ask for the tube with the yellow jacket" (shaving cream), and "Look for the double box and chamois" (face powder). Many queries now refer to them thus.

With this excellent copy and a thorough blanket campaign of street cars, an excellent opportunity was given for street car advertising to prove itself. No other medium was used, and the entire advertising effort was centered upon the street cars. At the end of the first year there was practically no advance. Some members of the firm feared it was not going to be successful, but Mr. Hall was

confident in his understanding of the advertising action of the street cars. He knew that street car publicity was slow but certain in its cumulative effect. Another year passed before very appreciable results were evident, but in the several years before the panic the real cash evidence of the cumulative value of street car advertising made itself very apparent. Business grew very rapidly, and the effect of the first year's advertising plainly and unmistakably showed itself.

The panic naturally disturbed the course of growth considerably, and it has not yet become normal. But the Andrew Jergens Company has absolutely no more doubt as to the efficacy of street cars. "I believe that periodicals generally confess that they are weak in the



If the Razor Could Talk,

It would say to your face: "Just between you and me there is no better place for WOODBURY'S FACIAL CREAM" and millions of much abused hair cells endorse the application.

Let us convince you with a trial tube gratis: Ask "JERGENS" Cincinnati.



Forecast: Colder, with N.W. Winds—

"Weather" fights fair fresh complexion. — Result, a dry crackly cuticle. — WOODBURY'S FACIAL CREAM weather-proofs the face skin by keeping intact the natural oils. It goes in.

Let us convince you with a trial tube gratis: Ask "JERGENS" Cincinnati.



The Average Man Spurns

so-called "Cold Creams" because of the time and trouble involved. WOODBURY'S FACIAL CREAM goes in with a minute's rub. No after-shine or stretched skin feeling; just solid comfort.

Let us convince you with a trial tube gratis: Ask "JERGENS" Cincinnati.

South and far West," said Mr. Hall; "and there is just where our street car advertising has built up trade most heavily. Street car advertising must be done by a concern like ours on the blanket plan to be successful. Street car advertising can be and is abused by the endeavor to try it out in randomly selected spots. It is impossible to succeed, in my

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opinion, with such methods. The man who writes his copy to fit human nature and gets it well abroad in the cars continuously is usually getting his message receipted for, and following a sound plan. Personally, I think the here-and-there campaign in street cars is always more or less of a failure. The whole strength of street car advertising, which puts it on a basis with other national advertising mediums, lies in the cumulative effect of a sweeping and thorough blanket contract. Our experience is that nothing appears like a helping hand to the small tradesman so much as this blanket street car advertising, which he sees daily, and knows his customers must see."

Mr. Hall has done an unique thing with his street car advertising by asking for direct replies. His cards say: "Ask Jergens, Cincinnati." To this very simple request 1,200 replies have been received since February. This showing compared with the immense total circulation of the street cars used is, of course, small in percentage, but nevertheless very interesting and valuable.

The keynote of the Jergens campaign is to reach the consumer and build up as heavy a demand as possible from that side. Trade conditions and the somewhat high retail price of the goods has made this particularly desirable, and the company believes it is accomplishing its end slowly, but surely. Twelve thousand dollars or \$15,000 a year is spent in window displays, which are made a special feature. Several men are constantly traveling and arranging for these displays direct with retailers. The advertising department was some time ago moved to New York, and Mr. Hall is now in charge of Eastern export sales, as well as advertising.

The \$15,000 in prizes offered by the *Woman's Home Journal* for literary material have been awarded to Juliet Wilbur Tompkins, Edward J. Wheeler, editor of *Current Literature*, and Chas. G. Whiting, literary editor *Springfield Republican*.

The matter will appear in the *Woman's Home Journal*.

Lawrence, Mass.

One of the most prosperous of the manufacturing cities of New England. Its mills are all running on full time.

The Telegram

The Telegram positively guarantees as part of contract that it has fully 50 per cent more circulation than its nearest competitor.

And it invites the Association of American Advertisers to examine its circulation.

The Telegram is the only paper in Lawrence that has the Associated Press service. It is the only paper in Lawrence that has any telegraphic news service.

The only paper having its own correspondents in all the surrounding suburbs.

It is a Roll of Honor paper.

JULIUS MATHEWS,
Representative.

The Newburyport (MASS.) News

One of the few daily papers that send to every advertiser, every month, a statement of its

Net Paid Sales

for the preceding month.

Net Paid Sales for 1908, 5,038. The circulation of the News is certified to by the Association of American Advertisers.

Net Paid Sales in proportion of 1 to 7 of entire population.

JULIUS MATHEWS,
Representative.

WINDING UP THE IVORY SOAP ARGUMENT.

LAST WORDS IN A CONTROVERSY WHICH HAS RAGED FOR MANY WEEKS.

It seems necessary to take radical steps to prevent the Ivory Soap discussion from becoming interminable. PRINTERS' INK believes it is time to wind it up, and prints the following last letters.

The letter from a woman is an unique and unexpected addition to the controversy, and because it comes from a housewife who ought to know, it will fit in nicely as a "last word"—the time-honored prerogative of the sex.

The controversy has spread to the soap industry. The *Soap Gazette and Perfumer*, commenting at length editorially on the controversy, makes the point that any one desiring to put a dent into Ivory Soap would not only have to have a million for advertising, but also ten or fifteen millions for a plant. It also works itself up somewhat over the right of PRINTERS' INK and advertising men to carry on such a discussion. It concedes the right to criticize typography, but says most advertising men know very little about soap. It also fears the controversy means the "relapse to the Rowell style of Big Stickism!"

As far as PRINTERS' INK can see, the argument that Ivory Soap could not be "dented" with a million has the best of it.

A SOAP RETAILER'S OPINION.

LEWISTON, MON., March 26, 1909.
Editor of PRINTERS' INK:

In noticing the various comments on what "one million dollars" would do to Ivory Soap, I notice that in every instance the two most important factors, the merchant or distributor and the price have been studiously neglected, and having the onerous duty of retailing some three or four cars of soap each year, I may be privileged to make a few comments from the retailing end of the game, for I cannot even deign to approach the advertising end of it, as PRINTERS' INK's ad critic says my ads are abominable.

In the beginning, the Back Bay ancestors who came over in the Mayflower made what is commonly known as "soft soap," seemingly consisting of

tallow and lye, made from wood ashes; from this the modern cheap laundry soap, the principal element of which is rosin and an unbearable odor with the attendant faculty of taking all of the dirt and part of the cuticle, has sprung.

The great unwashed demanded something better than this, and Ivory crept into existence as the only toilet soap at a popular price on the market, and also for the washing of dainty lingerie, laces, etc., and it aptly served its purpose.

What was the result? The manufacturer of rosin soaps found him self face to face with the proposition of retailing a piece of goods which brought him a large volume of sales with very small profits, and he set his chemists to work and endeavored to overcome it.

After an indifferent success, two very good soaps were placed on the market—"Crystal White," made by the Peet Brothers, of Kansas City, and "Borax Naphtha," made by the Cudahy Packing Company, of the same city.

Both of these soaps are of the regulation eight-ounce size, but both of them are bleached snow white.

As a trial, it was placed, or rather both were placed, on the market in a limited manner at the same time, with the result that, before we realized it ourselves, the rosin soaps were virtually dead.

In the meantime, other packing houses found it necessary to dispose of certain by-products, and entered the soap manufacturing business, and some short time since Swift & Co. placed an eight-ounce white bar on the market.

As a matter of curiosity, since the comments first appeared, I have asked our employees to investigate the possibilities of each of these three soaps, and in every instance word has been returned that "Swift's white soap is the best soap I have ever used; it is far better than either of the white soaps, and as good as Ivory," and "Gee! Whenever we sell Swift's white soap we don't have a flare-back, and you can't get them to use anything else."

This is an impartial verdict, given by men behind the counter, and the result is that I shall cut out the others, and confine myself to this one soap.

The Swift people have never claimed to my knowledge that this is a toilet soap, but merely a laundry soap.

The eight-ounce Ivory costs us, F. O. B. here, \$7.60; the same size Swift's white, \$3.53, retailing at 10 and 5 cents, respectively.

The American woman is no fool, and that 5 cents' saving looks good to her, especially as the quality is there, and I am willing to wager that, if the ad man of Swift & Co. will advertise this white soap in the same manner as the Washburn-Crosby people have advertised Gold Medal Flour, with large back-page colored ads and little reading matter in the *Ladies' Home Journal*, *Saturday Evening Post*, etc., and establish a price of "A big eight-ounce bar retailing at 5 cents, the world over; send for free sample bar, and Why pay 10 cents for a same sized cake that's no better," that, in-

Many National Advertisers

Using magazines can, with a greater profit to themselves, use the leading farm papers. Experiments made in farm papers during the past few months have convinced several advertisers that their proposition is more interesting to the farmer than to the city man.

The farmers of this country were never in such good financial condition as they are today. Their last year's crop was close to \$8,000,000,000. Telephones, rural deliveries, trolleys and other innovations have changed the farmer's mode of living. Today the farmer has all the needs of the city man and the money to supply them with, too. Every month brings to the farm papers new advertisers.

The ORANGE JUDD TRIO

Has during the past 24 months developed to wonderful successes several large industries which before had scarcely spent a dollar in farm papers. When such live and thoroughly up-to-date agricultural weeklies as Orange Judd Farmer, covering the central and western states with 90,000 circulation; American Agriculturist, covering the middle states with 110,000 circulation; New England Homestead, covering the six New England states with 50,000 circulation—a total of 250,000 circulation per week, are offered to advertisers who are seeking the farmers' trade, backed by valuable data on farm paper advertising, it's a hard proposition to get away from.

Consider what it means, please, to have your announcement in the homes of one-quarter of a million farmers each week. Let us prove that what we have done for other advertisers we can do for you.

ORANGE JUDD COMPANY

Western Office:
1148 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

side of one year, the sale of Ivory as a laundry soap, will virtually be dead.

From the toilet end of it I doubt if ten million dollars could put much of a dent in Ivory, and then only temporarily. I have tried to kill it time and time again, as the excessive cost of doing business in the West, estimated by almost every merchant at 20 per cent, makes the margin of profit virtually nothing, and we are not in business for our health.

Bleached soaps are virtually new, and seem to be a distinctive product of the West, and were virtually an experiment; to-day they are an assured fact, and it is merely up to Swift & Co. to come out of their trance and get busy, and, within a short time, they can capture the laundry soap business of the country, killing not only the Ivory end of it, but the disgusting rosin end of it, as well.

A nationally advertised article generally costs more than an unadvertised article; in former years it was our policy to discourage the advertised article, and its limited profit; but, after careful calculation, we have discovered that it is far cheaper for us to handle the advertised. The lowest salaried clerk obtainable being \$75 per month, cannot afford to put up the "just as good" talk with the ultimate object in view of earning 1 or 2 cents on an unadvertised article, when, if he has what the customer wants, enables him to effect a sale quickly, and, during rush hours, enables him to wait on several customers at once, which increases his personal sales and the volume of business brings up the profits commensurate with the time wasted in the "just as good" talk, and materially affects the factor of "salary account," and minimum of help employed.

We have, therefore, radically changed our policy, and in future will discard unadvertised merchandise, and as rapidly as is consistent include nationally advertised articles where quality merits it.

LOUIS GEHMAN.

NEW YORK CITY, March 30, 1909.
Editor of PRINTERS' INK:

I am the wife of an advertising man who reads his little "School Master" every week.

I myself enjoy it heartily each week, and have been extremely interested in your Ivory Soap discussion.

I do not believe that two million dollars would make a dent in their trade, because there is no other soap on the market which is both a good toilet soap and a good laundry soap. This is just what Ivory Soap is. Nothing excels it for hands, face or bath. Nothing washes woolsens, fine laces and delicate fabrics so well.

Now there is Fairy Soap, Jersey Cream, Palmolive, etc., which are excellent for the toilet. But Fairy Soap is useless for laundry purposes. On the other hand, Wool Soap washes laundry excellently, but it is impossible for toilet.

But Ivory Soap is equally good for both purposes, and I believe this is its great strong point with the consumer. Then, second, Ivory Soap is very eco-

nomical. The large size cakes cost two for fifteen cents. Each of these cut in half costs about four cents, which is less than a similar size cake of Fairy Soap costs.

Several contributors have knocked its advertising. One said its advertising would be commonplace if it did not have money enough to buy preferred space. Another said that it simply used effective pictures for general publicity. I find that its advertising is far more concrete than these gentlemen believe.

The Ivory people are always suggesting new uses for their product, which induces the consumer to use it. Recently I saw their ad suggesting that Ivory Soap was excellent for washing dishes, that it saved the hands, and that it cost no more than ordinary brown soap. I was so convinced that I have "used no other since." I have other instances that space forbids mentioning.

For economy, purity and its double laundry-toilet use, it cannot be surpassed, and no other soap could "cut it out," is a housewife's opinion.

L. B. G.

FLORIDA NEWS NOTES.

St. Petersburg Board of Trade has had just a half-inch in *Everybody's* for some months. The result has been about thirty letters of inquiry a day.

With its issue of February 27th, the *Sanford Chronicle* stopped publication. With the *Chronicle's* demise the lady editorships in Florida drop to one—that of Mrs. Neva C. Child, of the *Arcadia Champion*—to the best of your correspondent's knowledge.

St. Augustine was a focus of attention the end of March. The Florida State Press Association met for a two-days' convention, and the landing of Ponce de Leon was also celebrated.

The evils of press agency work have never been so greatly emphasized, perhaps, than in the case of the Florida Exposition - Fair, which successfully closed in Jacksonville, March 20th. The remarks of the Gainesville *Sun* are well worth reprinting:

"The management of the Mid-Winter Exposition at Jacksonville certainly has an eye to business. In exchange for voluminous notices they honored the editor of the *Sun* with a ticket of admission, but upon the only occasion he desired to use same he was politely informed that 'passes' would not be honored. It is not the \$2 that the editor and his son had to pay to see the fake collision of the two locomotives that make us 'sore,' but the principle of the thing. . . . Inasmuch as the management of the exposition at Jacksonville last year failed to pay their advertising bills, it is also advisable to require payment in advance for such contracts, especially as the present management has thus far failed to acknowledge the receipt of our bill for work done."



THE BOSTON OFFICE OF THE J. Walter Thompson Co.

Is Located at 31 Milk Street.

Three-fourths of the manufacturers and advertisers in New England are within three hours of our Boston office, by rail; and within three minutes by telephone.

We are thoroughly in touch with the New England situation, from an economic as well as from an advertising standpoint.

Our Boston office is one in a chain of six offices, located in New York, Chicago, Cleveland, Cincinnati, Detroit and Boston.

We are on the spot in the big publishing centers, in close touch with the large national periodicals.

Being a client of our Boston office, your account receives the attention of the entire organization, embracing more than a hundred practical and experienced advertising men.

Write or telephone our Boston office—if you are located in New England—a representative will call.

J. Walter Thompson Co.

NEW YORK: 44-60 E. 23rd St.

CHICAGO: The Rookery.

BOSTON: 31 Milk Street.

CLEVELAND: Amer. Trust Bldg.

CINCINNATI: 1st Nat'l Bank Bldg.

DETROIT: Trussed Concrete Bldg.

S R A

Well Executed Street Car Advertising

thoroughly comprehends the needs of the most progressive methods of up-to-date merchandising.

It meets to a nicety, the problem of distribution.

It introduces the article—establishes selling agency connections—educates the consuming public.

It creates and sustains a market and standardizes the product.

Street Car Advertising as we apply it, has proven and is proving itself an immense business builder—at comparatively very low cost. It is the only method of advertising in the United States, in more than three-fourths of the cars in the United States, Canada, Cuba, Mexico, Porto Rico, Brazil and Philippine Islands.

It creates and sustains a market and standardizes the product. Street Car Advertising as we apply it, has proven and is proving itself an immense business builder ~~at comparatively very~~ in more than three-fourths of the Cars in the United States, Canada, Cuba, Mexico, Porto Rico, Brazil and Philippine Islands.

For the intelligent conduct of our work, we maintain a thoroughly well equipped organization of merchandising men—writers of copy—artists—car service men—etc., etc. Probably your business could be greatly benefited by a well planned Street Car Campaign.

At any rate let's talk it over.

Will you write us?

Street Railways Advertising Company

Western Office
First National Bank Bldg.
Chicago

Home Office
Flatiron Bldg.
New York

Pacific Coast Office
Humboldt Bank Bldg.
San Francisco

S R A

Bath, Maine

Greatest wooden ship building port on Atlantic seaboard. Numerous allied industries. Almost wholly English speaking, skilled, high-waged labor is employed. It is a city of homes and the people are thrifty.

The Times

The only daily in the County. It is taken every night in about nineteen-twentieths of the homes in Bath.

On account of the thoroughness with which it covers its field and the exceptional fertility of that field from a goods-selling point of view the Times has more than once broken the record as a result-producer for the national advertiser.

It is among the best investments for the advertiser in New England local dailies.

Permission given **A. A. A.** to examine circulation.

JULIUS MATHEWS,
Representative.

Biddeford, Maine

and Saco have 25,000 pop. Millions invested in factories. Over a million dollars being spent on improvements by one corporation. 1,500 mechanics employed in making looms and mill machinery.



The Journal

Biddeford's best paper. Largest circulation in Biddeford. Circulation examined by **A. A. A.** Exclusive Assoc. Press.

JULIUS MATHEWS,
Representative.

NEW ENGLAND MANUFACTURING AND ADVERTISING.

ANOTHER INTERESTING SECTION OF AN ADDRESS ON NEW ENGLAND MANUFACTURING AND ADVERTISING.

By G. W. Hopkins.

It was on a rock that our ancestors landed here in New England and it is on a rock foundation that education and business have been built here since that time. Climate put backbone into these early settlers and made of them sturdy, red-blooded citizens. With men of this kind, of course the business they founded was of the same high grade. Quality first, quantity next. We are an egotistical people in a way. All of the egotism is not in Chicago. It is hard for us to believe the growth of the West and realize that the high-grade articles we manufacture are desired by the West and at the same time get out of the idea that they will come unsolicited to buy them. The West wants the productions of New England, both men and articles, but this country is large, and you've got to make a holler before some of them will realize that you or your article are in existence.

Old friends are the best. New England is looked up to by everyone, and an article made here has a long lead to start with over articles made elsewhere. People have confidence in it; it is the sterling stamp of genuine to come from New England.

Go through the factories of the West, Middle West and East and you'll find the reason why. In the East there is pride of workmanship as well as pride in the product. Workmen are better paid. Slap and dash are good in their way, but more than outward show and noise is necessary. When the country was small, coaches cared for all travel, knockers on doors were all that were necessary when one wished to call on another, goods that had merit were sold by one telling another. These times are decidedly gone by. Unless you are satisfied to do business in a small way you must advertise. Is it just to this New England, of which we are so proud, to be satisfied with a small business? Hasn't the manufacturer a duty to the community in which he is located; to employ as many as possible, pay as much wages as is consistent with good business?

There is not one way, but many, to advertise. Some serve one business better than another, but some kind of advertising is absolutely necessary. I believe this is true even when a firm desires only New England business. How did you feel when that St. Louis shoe company came to Boston and established a branch? Think of it: a Middle-West concern coming after New England business with a large branch office in Boston. This with Brockton having the reputation of making the best shoes in this country. While some

have done a national business many are just waking up. That little suspender factory in Shirley was unknown until the proprietor got hold of the President Suspenders and advertised it nationally. Douglas's name and face have become famous because of national advertising, and look at the thousands of people here in New England his industry supports. Baker's Cocoa is a standard for that industry. Chase & Sanborn's Coffee is known on the Pacific as well as the Atlantic through national advertising, and, pardon the illustration, Educator Crackers in less than three years are sold in every state in the Union, an increase of 300 per cent in that time, and due to the fact that it has become a national proposition through the national advertising that has been carried on in that time.

Advertising won't do it all. First there must be an article of merit, then it must be backed by a strong selling campaign. You men have failures in your business when you are told your advertising doesn't make good. I'll wager that it is the fault of the selling campaign as many times as the copy or mediums.

What's in a name depends upon the size of your advertising budget and the merit of your goods. If the first is liberal and the latter the best, no money value can be placed on the name. What's the use of saying you don't want a large business, you don't like to see your name in print. It's all bosh. I reported for newspapers over ten years and those that talked the loudest against having their name appear bought the most copies of the publication which contained their name or face. The best part of a magazine to me is the page that is headed Educator Crackers. I liked it when it was a quarter, but vastly more when full pages began to appear. For the protection of the manufacturer more work should be expended on the specializing of the education of advertising men so that they will have some idea of possibilities and conditions even on a first talk with a manufacturer. In these busy days first impressions go for much. The man that knows something about his would-be client's business as well as his own advertising proposition has a long lead in a bid for business. If the board of trade, if the banker, if the scientific school take the position of the man from Missouri and want to be known let them look over New England and there they will find Baker's Cocoa, Mellen's Food, Chase & Sanborn's Coffee, President Suspenders, Rising Sun Stove Polish, Educator Crackers, Gorham's Silverware, Fairbanks' Scales, O'Sullivan's Rubber Heels, Queen Quality Shoes and many others. Does this look as if advertising paid? Does this look like decadent New England?

The Norfolk (Va.) *Ledger Dispatch* issued on March 24th an edition printed in three colors by a two-color four-deck Hoe press. It has also just inaugurated an illustrating and ad-writing department, which has been very successful.

Lewiston, Me.

with Auburn has a combined population of over 35,000. 7,500 hands employed in cotton and woolen mills.

The Sun

Circulation examined by A. A. A.

Lewiston supports retail establishments larger than the size and the nature of its industries seem to warrant. This is because of the unusually large and desirable trade coming in from the surrounding country.

This country section is now covered by a network of R. F. D. Routes.

The Sun is the only daily newspaper which can be delivered on all these routes the day of publication. On many it is practically the only daily taken.

The SUN pays advertisers better than any other Lewiston daily.

JULIUS MATHEWS,
Representative.

Phillips, Maine

Rangley Lake Region

Besides its being a famed hunting region there are fertile farming sections and fields of large lumbering operations.

"Maine Woods"

Its local edition covers Phillips, Strong and Kingfield. Here trade the people from all this section, and the druggists and general stores for this reason have a gross annual turn over equal to those in a city of 8,000 to 10,000 population.

Sporting edition: The recognized sporting news weekly for the great Rangley Lake region. Read by several thousand hunters, trappers and guides, and several thousand high-grade business men principally in New England and New York whose recreation Mecca this region is.

Both editions are Roll of Honor papers.

JULIUS MATHEWS,
Representative.

Dover, N. H.

Dover has about 15,000 population, and is near to and closely connected with trolley with Rochester, Somersworth and Salmon Falls, making total population of 30,696.

Manufacturing industries centered here produce over \$15,000,000.00 per annum in manufactured articles.

The Democrat

Only daily in the field. Has local news columns for all four places and reaches practically every newspaper-reading family in the territory.

Full day service of the Associated Press.

For one low price the DEMOCRAT takes your announcement to all the families worth reaching in a field of which the like in many sections requires the use of two or more dailies.

Sworn detailed statements of circulation furnished regularly to Rowell's Directory.

Permission to examine circulation given to **A. A. A.**

JULIUS MATHEWS,
Representative.

Manchester, N. H.

Around this city swings the granite state. Population 65,000. \$10,000,000.00 invested in cotton mills. Large locomotive works, iron works, woolen mills, paper mills, shoe factories, etc. A hive of industry.

The Union

Exceeding 16,500 daily
Examined by A. A. A.

The Union is not only the great paper of Manchester but of the state of New Hampshire. It has both morning and evening editions. Sold at the one price to the advertiser. It carries the greatest volume of local and general business because it gives the best results.

JULIUS MATHEWS,
Representative.

BOSTON AD CLUB BOOSTING NEW ENGLAND ADVERTISING.

The Boston Ad Club is at work upon a very progressive plan aimed to further the interests of New England. It proposes to enlarge itself to include the advertising interests of the entire six New England States, and to co-operate with the Merchants' Association and Chamber of Commerce. At a meeting on March 18th nearly 100 advertising men joined in approval of this idea, and offered suggestions for a closer unity of commercial interests in New England. It is proposed to start a competition for a slogan or commercial war cry for New England, which, when adopted, is to be put upon all of New England's shipping tags, business envelopes and literature. A new club organization is to be formed. Committees on newspaper, magazine, mail order and other kinds of advertising are to be appointed, as well as a transportation committee. A lecture bureau is to be established to educate New England business men on the subject of advertising.

H. B. Humphrey, of the Humphrey Agency, was active in promulgating these plans, and among the speakers were George B. Gallup, New England representative for the *Cosmopolitan Magazine*, and L. C. Bliss, of the Regal Shoe Company.

The Chicago *Examiner's* spring and summer fashion number, published March 31st, was a very admirable piece of work. Advertisers were not allowed to use ordinary cuts—most of the illustrations were redrawn by *Examiner* artists, and some beautiful half-tone and color work resulted.

The *Examiner* announces a gain of 540 columns for March, and 1,200 columns for January, February and March, over last year—a very striking gain.

S. H. Freeman, formerly advertising manager of The Standard Publishing Company, has taken up the circulation and advertising departments of The *Inland Monthly* devoted to central western interests.

BALMER RETIRES FROM STREET RAILWAYS AD- VERTISING CO.

Thomas Balmer, advertising director of the Street Railways Advertising Company, in accordance with an understanding which has existed for some time, has resigned his position as advertising director, to take effect July 1st, from which date he will be relieved of the active and strenuous position which he has so capably filled for the past four years.

Mr. Balmer, however, will continue to give his counsel to the company in a general way, in the capacity of "advertising counselor" with his office and headquarters in their Western office, in the First National Bank Building, Chicago.

This arrangement is made in accordance with Mr. Balmer wishes, to afford him an opportunity for a complete rest and relaxation from active duties.

ACTIVITY IN WESTERN PAINTED SIGN ADVERTISING.

"Clysmic Water," "Ceresota Flour," "Budweiser Is a Friend of Mine," "Sulpho Saline," "Goodrich Tires," "Diamond Tires," "Lion Collars," "Tahoma Biscuit," "Cardui," "Coca-Cola," "Faust Spaghetti," "St. Louis Star," Mercantile Trust Company, McKinney Bread Company, Shoe Mart Company and Garrick Theater are some of the most prominent articles and enterprises that are being largely exploited through the medium of the St. Louis Gunning Advertising Company's painted displays. The territory covered includes Missouri, Kansas, Arkansas, Oklahoma, Texas, Tennessee, Kentucky and southern Indiana and Illinois.

Foster Debevoise of the Foster Debevoise Company, New York City, has sold his interest in the company to J. M. Eppstein, who has become president of the company. Mr. Eppstein has not heretofore engaged in the advertising business, but is interested in a number of corporations, the advertising of which he expects to place. Mr. Debevoise will still retain a relation with the agency as a director and solicitor. He will also continue to act as general passenger agent in this country for the Royal Mail Steamship Company, whose advertising he will personally direct, as heretofore.

Henry Kuhns, for nine years with Leopold Morse Company, Boston, has joined the A. W. Ellis Advertising Agency.

Barre, Vermont

Has no very rich, nor any very poor citizens, but the wage scale average is higher than that of any other New England city. Furthermore, the farmers in the towns surrounding the city are among the most prosperous in the state. This field

The Daily Times

covers thoroughly, as an only paper in its territory should, with an edition exceeding 5,000 copies daily. You will find it a desirable medium to include when making up your New England list.

JULIUS MATHEWS,
Representative.

Bennington, Vermont

Ten large underwear mills. Knit goods, woolen mills, machine shops, paper mill machinery, wood working establishments, collar and cuff factories and a number of other live manufacturing enterprises.

The Banner

Only daily in a County that has a population of 22,000.

We give the people of this city and county a live local daily. A daily that is looked forward to by these families because in addition to general news we rake the section with a fine tooth comb for items of special local interest and publish them while they are fresh and newsy.

Permission given A. A. A. to examine circulation.

A Roll of Honor paper.

JULIUS MATHEWS,
Representative.

The Griddle

"There's nothing like a hot griddle for bringing out the true flavor of good meat."—Lucullus.

By Leroy Fairman

Very few people know anything about advertising.

* * *

I segregate the above statement for the sake of emphasis. I want to make it as startling as possible, in the hope that somebody will jump in and try to prove that it isn't true.

Wouldn't you naturally expect that the newspapers of the great City of New York would know a little something about advertising, if anybody did? They are the greatest newspapers in the world, the best advertising mediums in the world, and are published in the heart and center of the most highly developed advertising field in the world. Yet, if you will examine the advertising which the

established and recognized principle of good advertising.

What is the answer? Simply that the New York *World*, carrying many thousands of dollars' worth of good advertising every day in the year, does not know a single, solitary, lonesome thing about advertising its own business.

* * *

Now, what does the average New York business house know about advertising? Nothing, in particular.

What might very fairly be termed the "average New York business house" has been very much in evidence in the New York *Sun* on recent Sundays. The *Sun* has issued three "industrial" numbers on successive Sundays, and mighty interesting reading they were. The advertising with which they were liberally stuffed and padded was, however, about the weirdest yet. Columns and pages and sections were crammed with absolutely useless and senseless ads. Most of them were of the "card" variety, and conveyed some such blood-heating information as this:

Tariff Revision Necessary

In fact, time makes it advisable to revise nearly all our plans. Regardless of which newspaper was printing your advertisements yesterday, last week or last year, you should make note that TO-DAY The World is printing more separate advertisements than ANY OTHER newspaper on earth. Also, that the Morning World's daily circulation in New York City is greater than the Herald, Sun, Times, Tribune and Press COMBINED.

If You Are Not a Constant Advertiser in The World It Is Time for You to Revise Your Advertising Policy.



average New York newspaper puts out in its own behalf, you will admit that it is as crude and inane as anything emanating from the rawest specimen of frontier journalism.

Study for a moment this advertisement, by which the New York *Evening World* seeks to exploit its own merits as an advertising medium. It is no worse than the ads which the *World* prints in its own behalf nearly every day in the year. It is absolutely silly, futile and hopeless. It violates every

PERCIVAL H. GLOOP
Stocks and Bonds
Member New York Stock Exchange
And Jamaica Bay Yacht Club
360 Wall St., New York.

Wouldn't about seventeen acres of that sort of stuff give you pause for a week or so? Remember, please, that the "business card" form of advertising was one of the first kinds of fool publicity to go down before the assaults of the enlightened protagonists of modern advertising. It long ago disappeared from Waycross, Ga. and Butte, Mont. But here we find the business men of New

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A Matter of Good Business.

When we say that the advertising in the Surface Cars of New York City is clean, high-grade business and that we exclude patent medicines and the like, please don't think we are setting ourselves up on a pedestal.

Not at all. It is simply a matter of good business. Of immediate advantage to our advertisers, to the public—and it pays us in the long run.

We have the exclusive control of all advertising space in the Surface Cars of Manhattan, Bronx, Richmond and the Fifth Avenue Auto Busses.

Dealings direct with principals only.

New York City Car Advertising Company

225 Fifth Avenue, New York
Telephone 4680 Madison

that city illumines the newspapers with a hair restorative ad, the illustration of which is shown on page 29. This is a picture as is a picture. It is the climax and apotheosis of the illustrator's art. The ears of the most feeble imagination can detect the ziz of the lady's wiry whiskers as they pass under the gentleman's investigating fingers. And did you ever see a finer study in expression than that of the gent's speaking countenance? Every feature fairly shrieks the question: "Could anyone kiss a face like this?" Thus are the claims of Chicago for first money in the advertising race forever vindicated.

* * *

A cheering note also comes from the Elk Laundry, 97 St. Nicholas avenue, New York City. If you have been of the opinion that the laundry business is a solemn, prosaic, low-spirited occupation, here is where you change your mind. Harken to the sweet poesy of the Elk—the Song of the Shirt set to the Music of the Mangle:

We wash by Hand, Yes, for every one
The young Middleaged, the Father and
the Son.

Our Laundering, Ironing we do with
purity
Such work is for every house a
prosperity.

Shirts, Underwear and everything we
mend
If you only your washing to us send.

All we ask is, to kindly give us a trial
And you will find that we never fail.

To keep our promise to satisfaction
The reward, your house will be to per-
fection.

We are experts & our long standing
experience
Promises a good treatment & a well
existence

Since the first of the year the Portland Commercial Club has been instrumental in raising over \$100,000 for publicity purposes in the Pacific Northwest. This is aside from its own publicity funds. The money has been subscribed in various communities of Oregon, Washington, Idaho, Montana and British Columbia.

The Superior, Wis., Commercial Club is preparing to advertise to bring new industries there.

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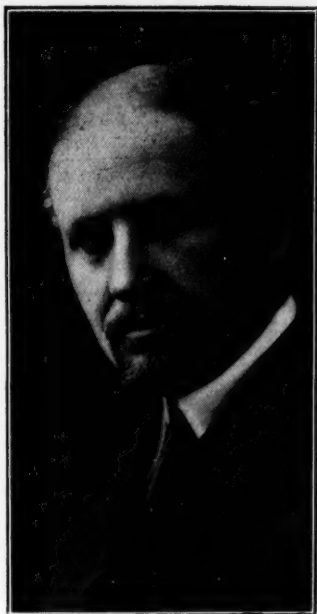
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LIVE MUNICIPAL ADVERTISING FOR SAN ANTONIO.

A \$25,000 CAMPAIGN BEING STARTED—GINGERY METHODS OF RAISING THE MONEY—TOURISTS, FACTORIES AND FARMERS DESIRED.

A year ago Kansas City set the pace in municipal publicity. Thirty-eight bona fide factories were brought over from outside locations.

On the heels of that achievement comes the hustling city of San Antonio, Tex., and appropriates \$25,000 to carry on the campaign. Briefly stated, the plan submitted and which won the business men of Texas is a growth of the "system theory" as applied to publicity. Wm. Clendenin, of Nelson Chesman & Co., St. Louis, who have been selected as advertising agents, called for an executive committee of ten men; these arranged an open meeting, published announcements in the daily press, advertised the occasion throughout commercial and industrial circles—engaged an auditorium and filled it. Following an enthusiastic meeting, the executive committee divided into a publicity committee with power, and a permanent committee on solicitation. Twenty-one street committees were appointed by Chairman Conroy, co-operating with the secretary, Mr. Carrington. Over these are two other committees of the more energetic of the "young fellows," called "the Flying Squadrons," and an "Old Guard" of the leaders of the entire movement. An immediate test was made of the effectiveness of the organization, with the result that over \$5,000 was raised in less than one hour. This, San Antonio claims, breaks the record for quick action. All committees agreed to drop the word "solicit"—and the phrase "Go Get It" was substituted. New forms of subscription blanks were introduced in the form of a bank draft, relieving the Business Men's Club of the labor and detail of collections, all "subscriptions" pass-



If your advertising is bringing good results, let well enough alone. If not up to your expectations, it is probably due to back pressure or too much "broadside." Let us talk it over quietly. No service, no fee.

*Jay Wellington Hull,
Tribune Building
New York*

NOTE—I am not affiliated with advertising agency, publisher or printer. Have no axe to grind. I look over your situation with view to higher efficiency. There is scarcely an advertising proposition that cannot be worked up to twice its ordinary efficiency. I have made several good men rich by showing them opportunities which were dancing on their own desks.

ing through the regular banking channels.

One of the really extraordinary phases of the San Antonio case was the *volunteer* action of over one hundred of the younger men organizing into a "Publicity League" in affiliation with the Business Men's Club. The Go-get-it Committees will not follow the class-idea of Kansas City by which bankers solicited bankers, merchants merchants, etc., but will cross the lines of the various activities in a spirit of friendly rivalry and extension of business acquaintance from which great things are expected.

The canvassing tactics determined upon bring these committees into action with almost military precision, mobilizing San Antonio's modern Crocketts, Bowies and Traveses into brigades and squadrons manœuvring with a rationale practically Napoleonic in its effectiveness.

A form of reports has been drafted which shows at a glance the character and result of the first interview with each prospect, so that each succeeding follow-up committee knows just exactly what variety of argumentative ammunition to use.

Th's follow-up idea applied to committee work was first perfected in Kansas City, but San Antonio has improved upon it by swinging her committees with greater rapidity and manipulating her men so as to bring them to the point of contact with a minimum of effort and time, and he is a rare bird indeed who can escape them.

The argument is made that the money contributed is not a donation but an investment that will yield manifold dividends in a bigger city, bigger business and more trade for everybody.

All subscriptions are based on the installment method of payment, \$10 a month instead of the usual lump sum of \$100; and that the idea is sound financially as well as good advertising strategy, is evidenced by the fact that more than \$6,500 was underwritten the first day of committee work—and with less than one per cent. of refusals.

The objective of the San An-

tonio campaign is threefold: tourists, factories, small farmers and growers.

It was recommended that the advertising proper be divided accordingly, and that the literature of the follow-up be made specific for the three classes of prospects.

"You have had enough, and we all have, of the 'omnibus booklet,'" said Mr. Clendenin, "let's get clear of the shackles of antiquated precedent and resort to the *direct appeal*; business books that book business, made for the genuine service and information of those who get them and not loaded with irrelevant matter." Newspapers, magazines, weeklies and especially women's publications for tourists, to be used for San Antonio, will be announced by the Nelson Chesman & Co. advertising agency's St. Louis and Chattanooga offices by Mr. Durand, Southern manager.

HE MISSED SOMETHING.

THE S. OBERMAYER CO.
CINCINNATI, O.

Editor of PRINTERS' INK:

I knew something was the matter. Something has been missing in this department for several weeks, but for the life of me I could not tell what it was. Seemed as though I had lost a dear friend—and I had—it was PRINTERS' INK.

Ye gods! how I have missed it. And how on earth I overlooked renewing our subscription I do not know. So rush copies for January 27th, February 3d, 10 and 17th to me as fast as you can. This aching void must be filled—and quickly, too.

J. CECIL NUCKOLS,
Manager Advertising Dept.

Barnard & Branham, in charge of the Western representation of the St. Louis *Star*, also assumed the Eastern representation on April 1st, with offices in the Brunswick Building, New York. The *Star* has established a good record in the past seven months, and claims an average increase of 1,000 per week in circulation for the past 32 weeks, as well as a gain of 236 columns for January and February.

The Augusta *Herald* is conducting an interesting series of advertising for itself in its columns, believing that it pays to advertise itself regularly.

Leland Rankin has been made business manager by Milton B. Ochs, publisher of the Nashville *American*.

The Confessions of a Newspaper

IN response to many inquiries, the Philadelphia North American, in a recent series of four editorials, discussed in detail its aims and policies. The articles set forth with remarkable frankness the advantages which the paper has won and the losses it has suffered through maintenance of a definite policy which governs the editorial and business departments with equal rigor. Following are interesting extracts:

November 17, 1908.

The North American received some time ago, and published yesterday, a letter which asked some very searching questions about this newspaper's past course, present condition and purposes for the future.

"What is The North American's aim?" demanded this reader. "Do you believe in the things you preach, and, if you do, do you always practice them? * * * Are you in earnest? What is The North American? What is its guiding principle? How do you make it pay?"

Laid aside during the stress of the presidential campaign, this letter was taken up later, and, since it expresses with discrimination and earnestness questions which have frequently been heard, it will be answered fully in four editorials.

The first of these editorials is printed herewith.

During the nine years of its new life The North American's policy and purposes have been studied by its friends and foes alike, and it has received many inquiries as to what it aims to accomplish. Newspaper editors and proprietors particularly have been interested, since they have always recognized that this journal is unique—that nine years ago it entered upon an untried experiment, and that in success or failure it would make its own precedents.

The experiment long ago advanced to the point of assured demonstration, and The North American is able now to discuss fully and frankly the policy which has governed it, the checks it has suffered and the success it has won.

We shall explain, first, the policy, or rules of conduct, which The North American adopted upon entering its new

career; and then we shall disclose the highly interesting results of that policy.

In the most general terms, the policy of The North American has been to stand for liberty, for equal opportunity, for charity and for uplifting.

The North American stands for liberty in its fullest sense, and that, of course, includes good government; indeed, it means good government. This paper has upheld the principles of liberty in the United States, in the Philippines, in Cuba, in South Africa and in Ireland. It has fought for them unceasingly in Pennsylvania and in Philadelphia.

It stands for equal opportunity among communities and among men; hence it fights against discriminations in law and business. But it does not stand for equality of rewards. The important thing is to guarantee equal opportunity; reward must depend upon individual skill, energy and ability.

It is for charity, for helping those who are too weak to help themselves. Not because charity idealizes life or covers the sins of civilization, but because while faulty conditions exist there must always be with us many who are helpless, and it is our solemn duty to do what we can to raise them up and make their lives a little easier.

And it is for the uplifting of men through the improvement of their physical surroundings. There are many noble agencies which seek to save the souls of men. The North American will be satisfied if it can help to save their bodies, for it believes that the message of religion can best find access to the minds of men when they are freed from the distraction of poverty and pain.

It is obvious that on such a newspaper the management is not in control, but is controlled. The editors are not the moulders of the policy, but are creatures of it. They must, therefore, believe in it, heart and soul. They must regard it as more important than success, and its maintenance as a sacred trust.

They must love justice for its own sake and hate wrong because it is wrong, otherwise their work would be hypocrisy and life a burden. They must seek always the good of the masses, and regard little the fortunes of individuals. They must be merciful to those who fall through human frailty, but merciless to those who commit wrongs for profit or selfish greed.

They must measure every man by his worth, by what he can and does accomplish for the common good, and not by his standing in the community and his social or business influence.

Given such a policy, and men who believe in it and carry it out, what does the newspaper become? What function does it perform in the community which it aims to serve?

Its first and foremost function is to be informative. It has a power which no other agency possesses—to give the people facts, to arm them with knowledge. It lays bare crimes of cunning as well as crimes of violence. It is the only power which can and does strip the cloak of secrecy from subtly devised wrong. Under our form of government there is no other instrument which protects the people against such aggression; which searches into unworthy schemes and forewarns the people of their danger; which exploits public questions, dissects public policies and informs the people of the aims of parties.

Secondly, the influence of a newspaper of this kind must be corrective. Evils and abuses, some small, some great, grow up on every hand. The rights of individuals and the rights of the public are constantly being undermined through ignorance, and assailed by craft and greed. The newspaper with a helpful policy must ever be vigilant to warn and ready to fight against these attacks.

In this respect, it can correct evils which are not reached by any other agency. Without entering into specific details, we cite from actual experiences of The North American what a publication with such a policy can accomplish in this direction.

It can so inform and arouse public opinion as to drive from the ticket of the dominant political party a man unworthy of support or confidence. It can expose systematic crime against the ballot, though protected by powerful influences, and force the arrest of the criminals and their exile or imprisonment; and, more, compel the adoption of laws which wipe out the monstrous evil and assure to the people the right of pure elections, for years invaded with impunity by a despotic political organization.

It can uncover and smash financial schemes conceived in fraud, yet luring the people with specious falsehoods. It can recover hundreds of thousands of dollars for duped investors, and supply evidence which puts the thieves behind prison bars.

It can defend public rights and property from the raids of powerful financial interests.

It can stand as the guardian of the people's treasury against designing greed, and insure at least that stealing shall be done in the full light of publicity. It can protect the people's interests when corporations would exploit public utilities for private gain.

It can halt the grasping schemes of illegal combinations, save the people from conspiracies to raise the price of necessities and bring the conspirators to the doors of prison. It can expose the frauds in doctored and falsely branded food products, and by actual demonstration of the evils create a public opinion which writes remedial legislation.

These are some of the accomplishments within the power of a newspaper which maintains a policy like The North American's. They are cited from its own record.

But let this be observed: the maintenance of such a policy demands far more than fidelity to principle and aggressive publicity. It demands practical work. The newspaper must not only warn and advise, but if needs be, must perform the duties which derelict or indolent officers fail to perform. It must, if necessary, gather evidence and initiate prosecutions; raise large sums of money to check the schemes of powerful combinations; exert its influence for the selection of good men for office, and press the laws which the public interest demands upon the legislatures of the state and nation.

Finally, and most important of all, the policy must be constructive.

It is a great thing to expose ballot-box stuffing and arrest the criminals; it is a greater thing to compel the passage of laws which guarantee pure elections—at least until such time as criminals devise new though more perilous forms of fraud. Good is accomplished through the disclosures of corporation wrongs against a city; but much more through the creating of legislation which will help restore the city's commercial prestige. All honestly conducted journals are informative and corrective to a certain extent; the exceptional newspaper finds its greatest opportunity in maintaining a policy of constructiveness.

In pursuing this aim it works, first, with and through public sentiment. By its treatment of public questions it crystallizes this sentiment, the overwhelming power of which, if properly directed, it demonstrates to the people. A newspaper which has the confidence of its readers actually creates a demand for better conditions, and achieves them through the force of public opinion which it brings into being.

A newspaper like The North American must devote itself to these affairs with unflagging energy. It must be interested when others are indifferent and aggressive when others seek compromise.

It commits itself to an unceasing campaign for the development of trade and commerce. It must fight unrelentingly for equal opportunity to all in matters of transportation and

against discriminations which handicap some individuals or communities for the benefit of others. It must agitate for better financial laws, for good roads, for improved waterways, for the preservation of natural resources and for the development of the intricate system of facilities by which commerce is handled.

Charity is among the first of the duties which a newspaper of this kind undertakes. In this it must know no creed or race, but only the appeal of the helpless. It does not regard charity, however beneficent, as a cure for economic evils or an excuse for conditions which make poverty, but merely as an obligation from the strong toward the weak.

It aims, moreover, to make charity bless those who give as well as those who receive; for it works through the young, teaches them to help those less fortunate than themselves and schools them in a realization of what they owe to their fellows. The boys and girls whose interests it enlists will be better men and women for learning that the greatest pleasure in life is the helping of others.

We intend now to give the other side of the shield—to describe with the utmost frankness what have been the fortunes of the newspaper which has maintained this policy, neither minimizing the losses it has suffered nor exaggerating the successes it has won.

When The North American was acquired by the present management, a little more than nine years ago, it had—though the oldest daily newspaper in the United States—about 2,500 regular readers. Its very existence was known to comparatively few Philadelphians. And today the actual paid daily circulation of The North American is more than 160,000. But these figures, conclusive as they are, do not adequately tell the story. The progress of The North American must be compared with that of the other papers during the same period.

Nine years ago, then, The North American's paying readers numbered less than 3,000. The two leading papers of the city had about 140,000 circulation each. A third, with the prestige of a successful career and association with a man of national prominence, had 60,000. A fourth newspaper, of long-established reputation and selling at 2 cents, had more than 90,000 circulation. Later it absorbed another with about 60,000 and reduced the price of the combination to 1 cent. The amalgamated journal has fallen below 70,000.

In the nine years The North American overtook and distanced all its rivals. It gained nearly 160,000 subscribers while the two leading papers of nine years ago were gaining 20,000,

and while the others actually lost ground. For two years it led them all, and has been passed temporarily only by one, which made a spurt during the presidential campaign.

There is another item of significance. The Sunday North American was started two years and a half after the new daily. It had to fight its way against two old-established 5-cent Sunday papers—one of them with national influence—and a strong 2-cent paper and several unimportant issues. Today the circulation of the Sunday North American is nearly as large as that of the daily. It stands second in the list of Sunday newspapers. That which was the strongest nine years ago is now in fourth place, and a new Sunday issue, now selling at 5 cents, has made hardly a ripple on the journalistic waters.

There is still another feature to be noted. The foregoing comparisons are on a net basis, and with morning newspapers, which have relatively small street sales, most of the papers being delivered to homes. Even more impressive is comparison with the growth of evening papers. With their large street sales and their successive daily editions duplicated in each section covered, three evening papers have not made great gains. One has lost heavily, another has reduced its price from 3 cents to 1 cent; that which advertises the largest gains has increased about one-third as much as The North American.

These facts ought to be a sufficient answer to those who ask how The North American's experiment has resulted.

Experts in the newspaper business are keen to learn how The North American made and won its supremacy in circulation. We shall discuss the methods as clearly as we can, and shall be just as frank about our losses as our gains.

As every observer knows, The North American is the most consistent and persistent newspaper "crusader" in the country—that is, a newspaper which conducts campaigns in its columns to inform and arouse public opinion upon important questions. These special activities are a logical outcome of its policy as we have explained it. Our belief in the early days was that crusades created circulation. We can now state positively, from experience and observation, that they do not directly have that effect. However popular the cause represented in a crusade may be, the agitation does not of itself add to the lists of readers.

There is, sometimes, a temporary extra sale, but it is insignificant in extent, and soon evaporates. On the other hand, all crusades are against powerful interests or ingrained habits of life, and those whose profits or personal desires are assailed temporarily turn against the newspaper and make systematic warfare against its circulation and influence.

Corporations and men who profit through intrenched evil

or persistent defiance of the public good naturally resent being called to account by a newspaper, and naturally strike back when their schemes are attacked. Those who through ignorance menace the public health by practices almost hallowed by custom resent being forced to change their methods. Those whose habits of life endanger not only themselves but their families and their neighbors resent public admonition. Those who are actively bad citizens through alliance with corrupt politics, and those who are passive bad citizens through soggy indifference, alike resent the persistent attacks which reduce the gains of one class and disrupt the comfortable self-esteem of the other.

Experience has demonstrated that every crusade, however much in the public interest it may be, raises up against the newspaper an army of critics and enemies, who work temporarily to injure its circulation and often do make a slight impression. This of itself refutes the silly charge sometimes made that a newspaper crusade for the public good is merely "a scheme to boom circulation" and "to make money."

And yet, paradoxical as it may seem, The North American's crusades, which at first we thought would aid circulation, but discovered later were a detriment, have in the end contributed greatly to creating the force which has made the paper's circulation supremacy.

Thus we may trace to the same source the weakness and the strength of The North American, the influences for and against its circulation. If this seems contradictory, let us specify some of the kinds of active opposition which its course creates.

All who benefit through entrenched evils in politics are enemies of such a paper—every crooked contractor, every protected wrongdoer, every derelict or dishonest public official, every member or hanger-on of the organization which they control.

Officers and friends of corporations which wrong the public temporarily array themselves against a newspaper which obstructs their schemes. In the great coal strike six years ago The North American, representing the public, fought to compel arbitration, and earned the enmity of powerful railroad interests. The North American's successful war on the railroad pass evil not only annoyed the officials, but embittered thousands who had profited by the graft. Its exposure of the corporate influences which retard the development of the port rouses the enmity of those responsible. Financial interests which send their depositors' funds to Wall street for stock gamblers' interests, while home manufacturers must go to New York to raise money for their legitimate business, resent being told that they are dishonorable and that their influence is a blight upon the community.

The North American's exposure of the Asphalt Trust swindle some years ago raised up another little army of enemies. The eminently respectable perpetrators of that wrong, powerful in finance and with many sycophantic followers, did their best to destroy the newspaper's influence and cut its circulation.

Manufacturers of fraudulent, doped and misbranded products were made bitter by The North American's revelations

of the oleomargarine swindle and its ceaseless campaign against food poisoning.

Each of these classes was a center of opposition, spreading its adverse influence. When officers of big corporations denounced The North American as anarchistic—for advocating reforms which they have since adopted—they led with them their subordinates and business men who could be cajoled or coerced. When financiers assailed the paper, each had his clique of little bankers and brokers and stock gamblers to echo the cry.

Finally, there is the citizen of sodden respectability, who earned for Philadelphia the description "corrupt and contented." He regards as a personal affront the policy which will acknowledge no surrender to political evil, and which everlastingly is bothering about public wrongs and public improvements. Wedded to tradition, careful of his conduct and supremely self-satisfied, he abhors vitality as something indecent, and grows apoplectic with angry amazement when told that instead of being a pillar of respectable citizenship he is a supporter of corruption and an obstacle to progress.

A policy like this, which aims to serve the general welfare, must sometimes hurt individuals, and even destroy reputations when that is necessary to advance a good cause. Those who are hurt cry out, and complain bitterly to their friends and their friends' friends, and all strike back at the newspaper which has offended them. The most skeptical can see now how absurd it is to say that a journal which agitates against evils or in behalf of projects for the public good is "only trying to make circulation."

Yet in spite of all these adverse influences, The North American has won and held the leadership in its field. The crusades which were no direct aid to circulation have indirectly created and steadily increased it. The explanation, as we have noted, is the character which the paper has made and which it holds in the public mind. Those temporarily alienated have come to realize, many of them, that the paper is doing the best it can for the whole people; and they have seen it waging good fights in which their interests have not been assailed; and they have seen it pursuing a course which no opposition has been able to swerve and in which enmity has found no dishonor. So they have come back as readers, if not as friends.

We come now to a discussion of the effect upon advertising patronage of such a policy as The North American's.

In The North American organization the policy governs the business office as absolutely as it governs the editorial rooms. It censors the advertising columns, and rigidly excludes some of the most profitable kinds of advertising. We purpose to reveal now what this practice involves in losses and gains.

The North American when it passed to the present management nine years ago, had very little advertising. At first no attempt was made to interest business men, but as the circulation grew to figures where advertising could honestly be solicited, the paper sought it.

We acknowledge frankly that at that time the standards of our policy were not strictly applied to the advertising columns. We considered duty done when the news and editorial

departments were guided and controlled by it. We took it for granted that there must be some good reason, some moral justification, for the fact that all newspapers, even the most reputable, printed advertisements of doubtful honesty, and even of flagrant dishonesty. We found that newspapers were regarded, so far as advertising space was concerned, as "common carriers," and were held to be under no legal or moral obligation to close their columns to disreputable concerns, or to protect their readers from offensive announcements and fraudulent schemes.

But as The North American grew in circulation and influence it became noticeable that there was discordance between its policy and some of its advertising. It dawned upon us that the newspaper which permitted questionable schemes to use its columns was in part responsible for the injury done to those whose confidence it sought. What startled us chiefly was that a specially alluring advertisement in The North American would probably appeal most to the readers who had the greatest trust in the paper. From that time offensive and shady advertisements were cleaned out of The North American's columns, never to reappear.

We realized that even these advertisers had certain rights, based upon long acceptance of their announcements by newspapers, hence we excluded them quietly, without calling attention to the fact, and permitted less scrupulous newspapers to gather in increased revenue.

From that time our advertising columns have been censored as strictly as our editorial columns. Many newspapers, it has been said, are edited from the business office. The North American is unique in having its business office controlled by its editorial policy.

Questionable medical advertisements were the first to be sifted. A remedy which is advertised is not necessarily a cheat; but some are notorious; they are not only fraudulent, but harmful. The worst of them, perhaps, are the most profitable. Columns of their advertisements are still to be found in supposedly reputable newspapers. The pages of The North American are closed to them.

There is another class of medical advertising which need not be described except to say that it is absolutely unfit for publication. This, of course, is barred from The North American, although it is eagerly accepted by other newspapers, and appears in offensive proximity to the advertisements of reputable business houses.

Next the standard of The North American's policy was applied to financial announcements. Financial advertising is profitable, and by most newspapers is accepted indiscriminately. Investors are credited with having caution and judgment, and are supposed to inquire into propositions offered to them. Following the general custom, The North American for a short time permitted financial advertisers to speak for themselves, and did not undertake the onerous and delicate task of probing the honesty and value of investment schemes projected through its columns.

But it was learned that readers were buying shares in doubtful propositions chiefly because they were exploited in The North American, and because they had confidence in every-

thing, news and advertising, which this newspaper published. From that time a rigid censorship was enforced, and no promoter can buy space in The North American unless his character and the character of his investment plan will stand the closest scrutiny.

There are hundreds of columns of advertising of this kind printed in other newspapers every year, most of which is offered to and rejected by The North American, and all of which we could obtain by solicitation. So strong is the backing of some of the schemes that a newspaper assumes a heavy risk in excluding them. The business is often placed by reputable agencies, from which we receive large quantities of other advertising, and they thoroughly believe in the schemes or they would not handle them. Yet it is necessary, in maintaining the standard of advertising honor which The North American has set up, to run the risk of offending these agencies by closing our columns to announcements which they offer in good faith.

Recent action by The North American illustrates the cost of governing the advertising columns by the same rules as the editorial columns.

One of the most liberal users of advertising space in the country is a financier who is widely known, who has the confidence of many thousands of persons and who performed a public service a few years ago in exposing the misuse of the people's savings by the financial powers of Wall street. In a recent advertising campaign he bought heavily of newspaper space for elaborate announcements concerning a financial plan which he was formulating. The North American published his preliminary announcements. It was impossible to tell at that time what plan the promoter had in mind. Surface indications were that it was a legitimate investment proposition.

Finally he made known, however, that he wished the people to intrust money to him for use in an enormous stock-gambling campaign. Immediately The North American declined to publish his advertisements.

Why? He was not engaged in a swindle, nor is he a fly-by-night operator. There was nothing to show that he could not carry out his skilfully phrased promises. Yet The North American could not consistently forward his scheme, even through its advertising columns. Holding the confidence of its readers, and standing for the principles which it has maintained, it would not be a party to leading those who trust it to invest in a gambling enterprise, however "square" the project may be.

Other newspapers do exploit the scheme, at so much per line. But to this day the advertisements, which come regularly to The North American, are filed away in our business office, with the orders for the insertions marked "declined."

Again, mining propositions of the doubtful sort find no room in The North American's columns. There once were many of these projects which were legitimate, and this paper carried their announcements; but with the period of wildcat promotion of a few years ago came such a host of swindling inflations that The North American made an investigation of the mining fields, and decided to exclude this profitable class of advertising.

Similar action was taken in regard to the promotion of the oil companies which had a mushroom development two or three years ago. One of them, which assumed a name that seemed to indicate government sanction and was exploited as the people's defense against monopoly, was exposed by The North American and smashed by the law—after it had bought from newspapers thousands of dollars' worth of advertising space.

Another case was that of a great railroad scheme, exploited in full-page advertisements. Every line of this advertising was excluded from The North American, although the promoters—among them men of good standing in their communities—urged and argued and even threatened in their efforts to buy space in this newspaper.

So it came about that the bars were put up against all promotion schemes of this character. Projects which break into The North American advertising columns nowadays must stand an acid test.

Another loss, and a very heavy one, has resulted from The North American's stand for local option. Liquor advertising has departed from it. The breweries and distillers and allied interests have long withdrawn all patronage from this newspaper. The North American's columns are not yet closed against liquor advertising—they cannot be, consistently, while the traffic is legal and while the paper upholds local option rather than prohibition; but we do not solicit the business, and do not want it. Hence, we are in agreement upon one question at least with the liquor interests.

Their campaign, by the way, has been thorough. Ere the last beer and whisky announcements had disappeared pressure so strong had been brought to bear upon associated industries that they, too, withdrew. Hotels in which the principal feature is the bar do not advertise in The North American. Makers of corks and toothpicks have been dragged from its columns. Nothing even remotely associated with the liquor interests remains except the proprietary treatments offered for the cure of drunkenness, the owners of which seem to have an optimistic idea that there may be enough "left-overs" among The North American's readers to make the advertising pay.

Beer and wine and whisky advertising, it need hardly be said, is very profitable, and since the local option movement began the interests have made it specially attractive to those newspapers which help the fight against local option by open support or by suppression of news.

Political advertising—the official announcements dispensed by municipal officers—naturally must be counted lost when a newspaper opposes relentlessly corrupt political powers. A Philadelphia newspaper might count upon many thousands of dollars annually from this source—if it has a policy which is acceptable to the leaders of the dominant party.

To summarize, maintenance of its policy by The North American entails heavy losses in advertising—not less, certainly, than \$100,000 a year. We are quite sure that were we now to throw open our columns to medical advertising, to promotion schemes, liquor announcements and the other things we have mentioned, the increase in twelve months

—without solicitation—would far exceed the amount named.

It is a fact, then, that it costs The North American \$100,000 annually to maintain its policy. Can a newspaper afford such a course—especially when, as our correspondent the other day intimated, it is a commercial venture? Our answer is that no newspaper could, unless it could show corresponding benefits. A newspaper which is financially crippled is powerless to serve the public. It must pay or it cannot be of use.

The North American has no precedent to cite except that which it has made itself. In spite of the losses referred to, it has carried sufficient advertising to make it pay a handsome and constantly increasing net profit for more than five years. The last year, in spite of financial depression, has shown no diminution in profits; we doubt whether any other metropolitan newspaper can say the same.

Advertisers have continued to use The North American's columns, and steadily increase their use of them. There is a purely commercial reason for this. The scientific, trained advertiser knows that a newspaper of such wide circulation among thinking readers, a newspaper which dare stand steadily for such policies as The North American's, which cost so heavily, is too important to be ignored, regardless of business rivalries or its views on civic, political, financial or moral questions.

He knows that a newspaper which has made 160,000 circulation while others have made trifling gains or have gone backward; which maintains a policy in the public interest to the extent of excluding profitable business which is of doubtful character and alienating the support of powerful interests, yet which still shows a healthy growth in circulation, advertising and influence, must attract and hold readers who believe in it, in its policy and in the selected advertising which it carries.

In other words, the maintenance of The North American's policy not only creates a permanent and growing popularity, but it makes for purchasing power. Advertisers spend their money where it will bring them business. The advertisers of Philadelphia—where the science is most advanced and its experts most exacting—show their discernment of this newspaper's standing by their increasing investment in its advertising space.

The newspaper proprietor or business manager who examines this as a cold-blooded business proposition will see at once the strength of The North American's position. He will realize that a newspaper which has been governed in all departments by such a policy, which has suffered every possible loss due to the strictness of its standards and to personal, political and financial enmities, is more solidly built and is better equipped to ride out a storm than a journal with earnings made up largely from business which is objectionable or is conferred by favor.

The North American has survived years of trial and virulent opposition. It has been through the fire. And it has come forth from the test powerful, respected and established on a profit-paying basis. It is no longer an experiment, but a demonstrated success. The only question as to its future is how far and how fast its development will carry it.

NEW YORK STREET CARS SELL TONS OF MISSION GARDEN TEA.

CHARLES & CO. PROVE THE MERCHAN-
DISING POWER OF STREET CARS—
NATIONAL PRESTIGE ACHIEVED.

Many advertisers who remain skeptical as to the value of street car advertising in actually building up business need only study the success of Charles & Co., New York, to find real proof.

Charles & Co. in 1903 were grocers; like many other similar large concerns in New York City. They started their advertising career in that year by taking a small amount of street car advertising space in New York City at a cost of \$80 a month. They advertised "Bon Voyage steamer baskets," a basket of delectables to give to a friend leaving on a steamer. They were delivered at the steamer just before sailing. The returns were so immediate and numerous that the firm at once increased its advertising expenditure to \$135 a month. The remarkable success which they had in advertising this specialty through the street cars is shown by the fact that they sometimes sent 100 steamer baskets to the outgoing steamers *in one day*. As they were doing no other kind of advertising, obviously the New York City street cars were the direct producers of this result.

Thinking over their success and comprehending the possibilities of other campaigns, it was decided to start advertising an entirely new product. Ten thousand pounds of a very good quality of Ceylon tea were purchased, a price of 35 cents per pound set upon it, and the name "Mission Garden Tea" adopted. Then the New York City street cars were again brought into service, and again a decided and unique success was accomplished. After six years of New York City street car advertising, *four tons* of Mission Garden Tea are sold *every week*. A more striking illustration of the marketing ability of street cars could scarcely be found. Outside of the

street cars, there was no advertising effort of any account made to sell this tea, and the entire large volume of sales must be credited to this medium.

But, while this tea-selling campaign was going on, some other interesting effects of the advertising were noticeable. People came to buy tea, and stayed to buy sugar, coffee and other groceries. They also got into the habit of coming to Charles & Co. regularly for everything they needed. In other words, the street car advertising opened up not only the sale of tea, but the securing of many



MISSION GARDEN COFFEE

Being packed in air-tight tins, retains its rich, distinctive aroma. that coffee sold in bulk does not

MADE BY CHARLES & CO.

extremely valuable accounts. During the last four years Charles & Co. have increased their business at least 200 per cent. Nevertheless, there was still another thing accomplished by the advertising which had never been thought of. In the last six or seven months the demand for Mission Garden Tea has become so pronounced that other dealers have felt the pressure of public desire, and have come to Charles & Co. asking for wholesale rates, that they might also sell the tea which advertising is making so popular.

This result throws an interesting light on the question of street car advertising and national distribution. Here is one concern having just one place of distribution among millions of people, and

many square miles of territory, and still street car advertising was able to make people go to one particular store in such large numbers. The Van Camp products have 12,000 possible distributing points in the metropolitan district of New York City, while the National Biscuit Company goods also have, perhaps, double that number. Their advertising, whether in street car or newspaper, has an almost perfect distributive backing. People can step out of the street cars when they see Van Camp or Unecda advertising, and buy the product at the very next corner. But in the case of Mission Garden Tea they had to walk to one particular lone store in all of big New York City. Theoretically, it should have been just 12,000 times as hard for Mission Garden Tea to be sold as for Heinz products. Yet, if the success of Mission Garden Tea were multiplied by 12,000, the volume of business would make a very great many businesses the size of Van Camp's New York trade.

Another interesting point developed by Charles & Co.'s success is the national character of New York advertising. Women from Boston and some other points are regularly in the habit of purchasing Mission Garden Tea when they come to New York—proving the nationalizing power of New York advertising.

Charles & Co. have just put on a Mission Garden Coffee, also. One of the foremost elements of success in its campaign has been the very attractive and happy name chosen, as well as the undoubted quality.

And for all this large business developed in six years Charles & Co. have paid exactly \$16,180 for their space in New York City street cars! Starting at \$80 a month, it increased to \$135, then to \$225, and now to \$450 a month—until the original contract has almost no room left on its face for another renewal endorsement!

The *Literary Digest* shows over 100 per cent increase of business from the West during February and March.

HIGHEST WAGES PAID IN MERIDEN.

Meriden, Conn., enjoys the distinction of having factories that pay the highest wages earned anywhere in the United States. The returns of the Census Bureau show that the silver workers employed there are the best-paid men in the country. The big manufacturing concerns of this hustling New England town produce shotguns and other firearms, pianos and piano-players, organs, music for piano-players, lamps, gas and electric fixtures, cut glass, pocket and table cutlery, machinery, hardware, clocks and jewelry. There are 60,000 people in Meriden and the surrounding towns.—*Editor and Publisher.*

TWO ADVERTISERS USING ONE CATCH PHRASE.

ROYAL TYPEWRITER COMPANY.
New York Sales Office.

Editor of PRINTERS' INK:

I have no other claim for writing *PRINTERS' INK* than that I read the advertising pages of a publication more carefully than the literary portion, and have always been impressed with what might be termed the scarcity of advertising plagiarism as compared to its occurrence in literary and poetic efforts.

"Star" advertisements are scarce and those that make a universal hit do not come much oftener than the change of the seasons. When such a hit is made it generally makes a reputation not only for the man who originated the idea but for the firm or article advertised.

As I understand advertising, it is for the purpose of getting the buying public interested in your goods, and if you can coin a phrase or make a picture that becomes a general topic of conversation, you have made a hit.

The firm that makes "Fairy Soap" in one of their recent advertisements say, "You can pay more, but you cannot get more," which, applied to soap, is undoubtedly a succinct phrase discussing its price, quality and eliminating its competitors. This phrase is an open borrow, without permission, from the phrase "You can pay more but you cannot buy more" which was originated by the sales manager of the Royal Typewriter Company. The word "buy" being used in the original, because it was a question of purchasing, not getting. Getting might be borrowing, stealing or securing "soap" in some other way.

It was said of Milton that he was a man so great that he could not be flattered, but still when he heard this he smiled. There certainly is a smile coming which may be reflected in the advertising manager of the "Fairy Soap" Company, and I hope that his explanation will be that it is a consistent coincidence, the phrase being impressed upon him because of the fact that it has become popularized in the general mind of the public. If advertising was done in this way the best hits of the season could be changed with little effort, as follows: "Have you a little Royal in your home?" et al.

J. S. STEWART.

MERIDEN CONNECTICUT

Has **60,000 people** that can't be reached by the daily papers of other Connecticut cities;

It has an unusually large percentage of wealth to population;

Its big manufactories employ **skilled** mechanics almost exclusively;

Nearly every person in the field has money to spend and is a newspaper reader, and—

THE MERIDEN MORNING RECORD

Is the old established **FAMILY** newspaper of the city;

It delivers more than **ninety per cent** of its entire circulation directly into the homes;

It is the **ONLY TWO CENT** newspaper published in **MERIDEN** and—

Few New England newspapers will give the **GENERAL ADVERTISER** so good results.

Display Advertising Gains CHICAGO MORNING in March 1909 as compared

EXAMINER'S GAIN IN MARCH

Tribune's Gain in March	-	-	-	-
Record-Herald's Gain in March	-	.	.	.
Inter-Ocean LOSS in March	-	-	-	-

The above figures of display advertising gains and newspaper situation.

The CHICAGO EXAMINER is the fastest growing

Its city circulation including carrier home delivery Herald COMBINED.

The figures of the Chicago Tribune for March show advertising for the month over twice as much as all evening, combined.

Circulation counts.

Information has reached the Chicago Examiner that another morning newspaper is offering carrier home delivery than the Examiner. The Examiner hereby challenges any morning paper to show its city circulation. The Examiner furthermore offers a reward of \$500.00 for information circulating the above inaccurate and malicious statement.

g Gains and Losses by the RNING NEWSPAPERS s compared to March 1908

MARCH	-	-	-	-	540.82 columns
-	-	-	-	-	8.53 columns
-	-	-	-	-	4.63 columns
-	-	-	-	-	16.64 columns

ertising gains and loss tell the REAL story of the Chicago
the fastest growing morning newspaper in the United States.
er home delivery is greater than the Tribune and Record-
ne for March show that the EXAMINER gained in display
much as all the other Chicago newspapers, morning and

morning newspaper is privately circulating a report claiming a larger city circulation, includ-
by challenge any morning newspaper in Chicago to a public investigation and statement of
of \$500.00 for information leading to the detection of the individual or individuals privately

A Magazine That "Makes Good"

THE MODERN PRISCILLA "makes good" in several different ways. On keyed ads for high-grade mail order business it "makes good" in direct returns to the advertiser. This is largely due to the fact that PRISCILLA readers know that the publishers will "make good" any loss met with through fraud or misrepresentation in its advertising columns.

On publicity advertising THE PRISCILLA "makes good" by carrying the advertiser's message into the homes of 200,000 well-to-do, intelligent women. This is possible because the magazine itself "makes good" its claim to be the best magazine of the kind published anywhere.

Advertisers' Questions Answered

If you want to know how many subscribers we have in a given state or section of the country, or how many and *who* our subscribers are in any town or city, we will tell you gladly. If you want to know the proportion of married and single women among our subscribers, or the average annual family income, such facts also we can give you. In selling advertising space in THE MODERN PRISCILLA we are not selling something of unknown or questionable value. Ask anything you want to know about our circulation and you will receive a prompt and explicit reply.

To New England Advertisers

THE MODERN PRISCILLA is one of the very few high-grade women's magazines published in New England that has gained both a national circulation and a national reputation as a profitable advertising medium. New England advertisers ought therefore thoroughly to familiarize themselves with it, and are assured of the publishers' hearty co-operation and assistance in so doing. Sample copies and rate card sent on request.

200,000 is the guaranteed circulation

\$1.00 per line is the present advertising rate, and advertising forms close on the 20th of the second month preceding date of issue. Address all communications to

THE MODERN PRISCILLA

85 Broad Street, Boston, Mass.

New York Office
150 Nassau St.
F. M. KRUGLER, Manager

A. J. CROCKETT
Mgr. of Advertising

Chicago Office
112 Dearborn St.
W. T. DIEHL, Manager

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ADVERTISING VACATIONS.

THE BOSTON & MAINE AND MAINE CENTRAL ROADS DERIVE MUCH OF THEIR INCOME FROM THE SALE OF TRANSPORTATION TO PLEASURE SEEKERS AS A RESULT OF WELL-PLANNED COPY.

By Fred E. Dayton.

Advertising a railroad is one of the finest publicity opportunities that comes to an advertising man, and the problems of the Boston & Maine and Maine Central roads, which have much in common, are unique in that the physical railroad is not advertised at all. The one thing that is sought for is to create a desire for a vacation to be spent in the country reached by these roads. This is a different condition than some of the Western roads meet, also looking for vacation business, in that the Western roads have competition in the haul to the vacation land, while upper New England is reached only by these roads. Three or four roads herald the charm of a winter in California and dwell upon their own superior service. The Boston & Maine road seemingly ignores its service and its advertising managers are satisfied if they succeed in planting desire to visit New England, the great vacation land of this continent.

These roads do a large freight business, but it can't be taken from them, so the advertising centers on the transportation end. The year is divided into seasons,—winter travel, for which copy intended to make residents served by the roads desire to spend a winter somewhere else, a spring fishing season, fall hunting season, and greatest of all, the summer vacation season. A careful selection of possible clientele is made and then a systematic plan is carried out, designed to create a desire to enjoy one's self. There is, as well, advertising designed to bring new enterprises into the territory the road serves, and copy to show the value of commuting to Boston from attractive suburbs along the line. Advertising local

excursions, summer and winter, is another feature.

C. E. Farnsworth is advertising manager of the Boston & Maine road, with a staff of twenty-five in Boston and a half dozen in New York. Mr. Farnsworth succeeded Walter Hayden, who came to the Boston & Maine four years ago with General Passenger Agent Burt from the Central Railroad of New Jersey, and who was killed in the White Mountains in a runaway accident. Mr. Farnsworth was formerly associated with Joe Chappell in the *National Magazine* and has had considerable advertising experience.

The need of staffs of such large size is apparent, once it is realized that thousands of people consult the road in making their vacation plans. Every mail brings letters, and now that the warm suns are approaching, the mails increase until shortly the task will be tremendous to satisfy the question seekers. This one wants to know the boarding houses at shore places along the Atlantic coast and that one wants to know of a kindly farmer who will take on a few summer boarders. The Boston & Maine always supplies the information in detail.

If information is sought of seaside places the inquirer receives one or two books. "Along the Atlantic Coast" is the title of one and it is beautifully illustrated with fine photographic reproductions on Cameo plate stock and printed in double-tone inks. The inquirer is certain to receive the hotel and boarding house list, which is a book of some 200 pages, which tells the hotels and boarding houses, the proprietors, the rates, distances from railroad station and post-office, if there is a livery in connection, and chief attractions of the place. The book is carefully edited and brought up to date, and the accurateness of the information is something to marvel at.

The stranger may not know of the charms of the old Bay State, and for such inquiries there is a book titled, "Scenic and Historic Massachusetts." This harks back

to the days of the colonists, of Salem witchcraft, Lexington Bridge, Concord, the Minute Men, and what not; and as this is a new book this season, Mr. Farnsworth's writers have been busy collecting the most interesting features of the state, and the company's photographer has been busy taking fascinating photographs.

The White Mountains are, of course, particularly magnetic in attracting summer visitors, and considerable attention is devoted to this section. Lake Sunapee, in Vermont, and Lake Winnepesaukee, in New Hampshire, are both strong favorites and are described in detail, while other books have to do with the Connecticut River Valley, the Merrimac Valley, lakes and streams and hunting and fishing. No sections which have vacation attractions are neglected.

This year Mr. Farnsworth has planned a very attractive new booklet titled "Outdoors in New England." This is designed to reach a busy man at a time when work looks exceeding hard and vacations very sweet. That it will cause him to slam down the cover of a roll-top desk with a bang, hurry away and forget to leave his address, seems certain. Outdoors in New England is a big subject and needs to be handled in a big way. It also needs to be handled in a diplomatic way, because it won't do to offend the seashore people by making it all mountains, or the seashore and lake people by making it all hunting.

"We've only scratched the surface," said Mr. Farnsworth in discussing his opportunity. "We found that many people wanted to spend vacations in shacks and bungalows on the mountains and in the lake regions. People wrote in to us from all over the country to know if they could locate in such pleasant locations and still be reasonably close to a base of supplies. We investigated and found that many of these shacks already built kept guest registers. These we were permitted to examine and the figures astonished

us. A colony of shacks included more guests than some of the pre-

Waters that are alive with the "Fighting Kind"

As soon as word comes that the ice is going out, every sportsman who can get away drops business and packs up for a glorious week or two of

FISHING DOWN IN MAINE

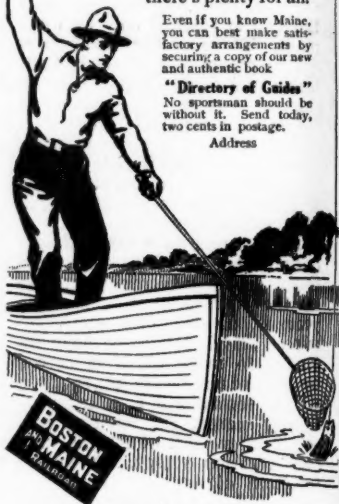
Word has come. The speckled beauties are waiting for your cunning lures.

Think of it. You can fish for some fighting species in every township in Maine from one end to the other. This year the sport is extra keen and there's plenty for all.

Even if you know Maine, you can best make satisfactory arrangements by securing a copy of our new and authentic book

"Directory of Guides"
No sportsman should be without it. Send today, two cents in postage.

Address



ONE OF THE LATEST ADS.

tentious hotels. We induced a number of people to build shacks, which we readily rented, and we have effected sales of others. It is desirable to have summer visitors own their summer places,

THREE QUESTIONS OF PRIMARY IMPORTANCE TO ADVERTISERS

1. What position does a paper hold in its field?
2. What advertising is it carrying?
3. What is the quantity and quality of its circulation?

To Answer These Three Questions

1. THE BOSTON TRAVELER is the only independent one-cent evening newspaper in Boston.

2. THE BOSTON TRAVELER carries every important advertiser in Boston, with two exceptions. In 1908 it made the largest gains in the Boston field—583 columns, as against 456 columns gained by its nearest competitor. This, in spite of the fact that it rigidly excludes all objectionable copy, medical, financial, etc.

3. THE BOSTON TRAVELER has the largest sworn average circulation of any Boston evening paper, viz.: 87,240, of which ninety per cent is in the Metropolitan District, or right in the heart of the purchasing territory. Because this circulation is evening, home-going circulation, practically all of which is in the Metropolitan District, the use of The Traveler in Boston advertising campaigns is absolutely essential.

The Boston Traveler

76 SUMMER ST., BOSTON

Smith & Budd Co. *Special Representatives*

CHICAGO
Tribune Bldg.

NEW YORK
Brunswick Bldg.

ST. LOUIS
3rd Nat. Bank Bldg.

for then they come year after year."

During the recent sportsmen's shows in Boston and New York the Boston & Maine and Maine Central roads secured the concert halls in the exposition places. In these, stereopticon lectures were held hourly during the afternoons and evenings. The pictures were taken and the slides made by the Boston & Maine's own photographer and the lectures were well written and finely delivered. The subjects varied from descriptions of the beach and mountain resorts to camping out. This was one of the best schemes the roads ever used and at the Madison Square show in New York the attendance for the ten days of the show ran over 30,000. No admission was charged and the make-up of the audience was of a high type of sport-loving citizenship. It is, of course, difficult to anticipate results, but it must be that the serious attention of all these visitors would count for results.

It is the policy of the road to

confine its attentions principally to the East. Not much is attempted in the country west of Buffalo and Pittsburg, though the whole South is appealed to. In the West the lake regions of Wisconsin and Minnesota are attractively powerful and nearby, so that the cost of interesting the possible vacationists there is greater than the profit to be realized.

With the wide variety of interests and the large number of publications, it is possible for an accurate appreciation to be put upon different mediums for attracting vacation business. Some few magazines like the *Outlook* have been large pullers, but magazines have not paid as well as have newspapers. The inspiration to spend a vacation at some specific place comes quickly and the newspaper, for its timeliness, is a powerful influence. The Boston & Maine road is a large user of newspaper space, using double and three-column copy in type and mortised designs. Last season there were prepared some very strong illustrations,

Westerly,
Rhode Island

THE



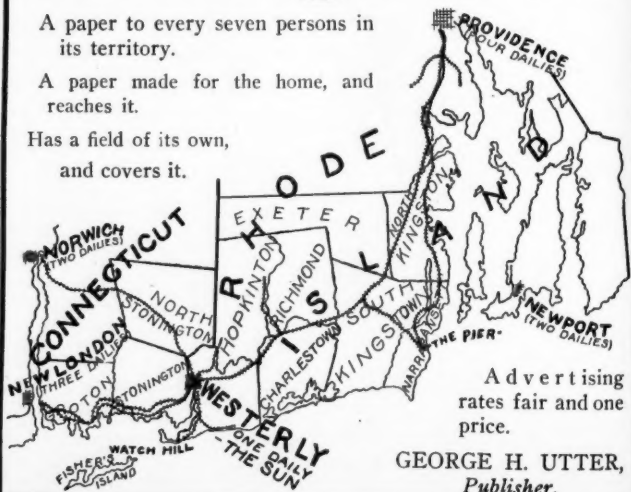
SUN

Circulates in
Two States

A paper to every seven persons in
its territory.

A paper made for the home, and
reaches it.

Has a field of its own,
and covers it.



Advertising
rates fair and one
price.

GEORGE H. UTTER,
Publisher.

which other roads have duly expressed their approval of by imitating.

Mr. Farnsworth reports the success of a liberal billboard campaign and the value of special telegrams to newspapers of sporting items. When the ice begins to run out of the northern rivers and fishing is good, when moose are numerous in the Maine woods, brief telegrams to sporting editors are of immense value. The papers are keen for the news and though no mention of the Boston & Maine is included, the desire for fishing and big game hunting is instilled many times, and to reach the hunting and fishing grounds the sportsman uses the road.

The work of Mr. Farnsworth and his assistants is in strong contrast to the early type of railroad advertising manager whose duties were mainly that of stationer, publisher of time tables, distributor of free transportation to editors, and author of inspired editorials designed to promote railroad legislation and welfare. Railroad advertising a decade ago consisted of swapping transportation for space in which to publish time tables. Railroad copy to-day puts the burden of knowledge of arrival and departure of trains upon the travelers and the space is not used for their convenience, but rather to create the desire for travel and vacations to be spent somewhere else.

WHO KNOWS THIS MANUFACTURER?

THE BRANNON PRINTING COMPANY.
Printing Specialists.

TALLADEGA, ALA.

Editor of PRINTERS' INK:

Will you kindly give us the address and name of the ink reducer which we think is manufactured in Indianapolis.

Thanking you in advance, we are,
BRANNON PRINTING Co.

A new advertising association was formed in Milwaukee with the election of the following officers: F. A. S. Price, president; N. N. Taylor, first vice-president; M. Plaisted, second vice-president; H. N. Katz, secretary and treasurer; J. Fitzgibbons, T. R. Brown, E. F. Regensdorf, S. A. Douglas, R. J. Penney.

The club proposes to hold monthly dinner meetings, and as soon as possible to secure permanent quarters.

Every corner of Maine is covered by the Maine Farmer

The only Agricultural medium in the state.

For 77 years the home paper of the farmers of Maine.

It has a field all its own, not covered by any other single medium. Its circulation of 12,000 is largely paid in advance. It has a consistent extensive advertising patronage and invariably makes good for the advertiser.

1909 will be a great year in Maine—crops have been good—the farmers are prosperous, and buy largely by mail.

You, Mr. Advertiser, can reach this desirable trade by using the

Maine Farmer

AUGUSTA, MAINE.

Boston Office, Carroll J. Swan,
24 Milk St.
New York Office, F. H. Owen,
1 Madison Ave.
Chicago Office, G. L. Macfarlane,
Boyce Building.

If you enter

The New England Field

with your advertising you will be interested in Worcester, Mass., the manufacturing centre of the state. Worcester has 1,100 manufacturing plants, employing 26,000 skilled workmen, and has an estimated population of 150,000 people. If you would reach these people, advertise in the

Evening Post

Sworn average circulation of 13,500 copies per day. Read by all classes of people. Circulated to the homes of Worcester and tributary towns.

Special Representatives

CARROLL J. SWAN

Penn Mutual Bldg., Boston, Mass.

WORCESTER POST CO.

Worcester, Mass.

WHY NOT REDUCTIONS ON
MAGAZINE PAPER?

BUTTERICK PUBLISHING COMPANY.
PRESIDENT'S OFFICE,
NEW YORK, March 18.

Editor of PRINTERS' INK:

In the schedule for tariff revision submitted to the House of Representatives, you will discover certain reductions, but they are really on nothing but cheap news print, which will not sell for more than 2½ cents a pound.

The rate on news print up to 2½ cents per pound has been three-tenths of 1 cent. The new schedule reduces this rate to one-tenth of 1 cent. The rate on paper, valued above 2½ cents and not above 2½ cents, is made two-tenths of 1 cent. It has been four-tenths of 1 cent. When it comes to book or magazine paper, the rates remain just as they have been until we reach surface-coated paper, where the rate has been raised to almost double. The duty on paper valued above 3 cents and not above 4 cents has been six-tenths of 1 cent; the rate on paper valued above 4 cents and not above 5 cents has been eight-tenths of 1 cent. These so remain. The paper most magazines are printed on at its invoice value imported from foreign countries would be 3 cents plus, and the tax, therefore, on that paper would be six-tenths of 1 cent.

It is well known that in the year 1907 super-calendered paper was raised in price from \$3.50 and \$3.75 to \$4, and was then pushed to \$4.15 and then \$4.25. Whether this sudden rise in price was due to combination of paper manufacturers or not it is not necessary to decide. The fact remains that the prices went up. The further fact remains that, at the time paper was made 4 cents, super-calendered paper of the same quality, or better, could have been brought from England, transportation, insurance and tariff duty paid, and have been landed here at \$4.10. The only thing, therefore, that enabled the maintenance of the 4-cent price was the tariff duty, that same being six-tenths of 1 cent per pound on paper invoiced at between 3 and 4 cents.

The question is, Does labor or the higher wages of labor, or a fair return for investment, require any such protective rate on 3-cent paper? The report of the committee says: "The duty proposed is about equal to the additional cost of labor in the United States and the additional cost of material used by the mills caused by other tariff provisions." I do not dispute the truth of this statement applied to cheap print paper. I believe the one-tenth of 1 cent would be justified by the labor market; but, when it comes to taxing paper costing 3 cents, six-tenths of 1 cent, the commission has gone away beyond the protection necessary to cover labor. My information on this subject comes to me from men high up in the paper world.

Super-calendered paper is made of sulphite and soda pulp. The labor cost in developing a ton of sulphite is less than \$5. The labor cost in developing

a ton of soda pulp is less than \$5. A ton of sulphite and a ton of soda pulp make two tons of super-calendered paper, less a very small amount for waste. The labor cost in making a ton of super-calendered paper out of sulphite and soda pulp is \$10; therefore, the total labor cost of two tons of super-calendered paper would be \$20, or \$15 per ton. This is the extreme wage rate. The tariff duty on paper costing 4 cents, therefore, at eight-tenths of 1 cent a pound, would cost not the difference in labor in this country and foreign countries, but more than the total cost of the labor. The tariff duty on paper costing 3 cents would be six-tenths of 1 cent per pound, or \$12 per ton—that is, within \$3 per ton of the total labor cost. This protective tariff, therefore, on its face, is simply ridiculous. There is no argument on which it can be sustained, and it is ultimately the one thing that would enable the paper manufacturers, if they so desired, to once again boost the price of super-calendered paper to 4 cents or more. The prices of 1907 show the magazine makers what can be done to them.

If there is any consideration of revenue in framing this tariff, the figures show that there has been practically no duty paid on paper of this class for years. The present rate is not at all a revenue producer. On all grounds, therefore, in the interest of revenue, in the interest of fair play, and in the protection of one American industry from the rapacity of another, it is right that a reduction in the tariff on higher grades of paper, on sulphite, and on soda pulp should be made.

This issue is of tremendous interest to publishers at this time. The tariff now being discussed will be fixed for at least eight or ten years. If the tariff will be lowered, so that, when the time comes that paper manufacturers have to make the price even two-tenths of 1 cent per pound less than they otherwise would, the saving to the publisher using only \$100,000 a year in paper will be \$5,000—that is, 5 per cent of his paper bill, figuring paper at 4 cents. If such preventive measures were in effect ten years, it would save him \$50,000. What this really amounts to in the enormous consumption of paper by the periodicals of this country no one can compute.

GEORGE W. WILDER.
President.

BUSINESS FOR AGENCIES.

THE LAKE SUPERIOR WRENCH CO.,
SAULTE STE. MARIE, MICH.
March 29, 1909.

Editor of PRINTERS' INK:

Here is a small item that may interest your journal or some of its subscribers.

The Lake Superior Wrench Company will expend \$2,500 in advertising their wrench between now and December 31st, this year. They have not yet made contracts with any agency.

LAKE SUPERIOR WRENCH CO.

Human Life

THE MAGAZINE ABOUT PEOPLE
EDITED BY ALFRED HENRY LEWIS

keeps growing. A year ago we required more room, took premises at 83-85 Broad Street, with 4,000 feet of floor space, and HUMAN LIFE, gaining in circulation and advertising, is like a big boy who has outgrown his suit, the buttons are bursting off, and we are again moving, to the corner of Atlantic Avenue and Congress Street, where we will occupy an entire floor, 7,000 square feet of space.

We ask advertisers to look over a copy of our April issue. We would be pleased to send copy on request. Eight pages are added; better paper and press work; splendid three-colored covers.

"SPRINGFIELD, MASS.,
Feb. 24, 1900.

GENTLEMEN:

We are pleased to write that a summary of the returns we have received from our advertising during the past six months shows that, for the amount of money expended, HUMAN LIFE is one of the *best five*, of the magazines in which we have placed advertisements. We trust that the order arranged to be inserted in your April issue will be as profitable.

Yours very truly,
G. & C. MERRIAM CO."

HUMAN LIFE
PUBLISHING COMPANY

530 Atlantic Avenue, Boston, Mass.

Straws show which
way the wind
blows

There is the Growing
and Decaying in
Magazines—the Living
and the Dead

Increased Circulation
Increased Advertising
also show which way
the wind blows.

THE HARMSWORTH BOOK ORGANIZATION.

A CHAIN OF BRITISH NEWSPAPERS RUNNING SERIAL-PART BOOKS—PROBLEMS OF SERIAL PUBLICATION—THE HARMSWORTH ENCYCLOPAEDIA, SELF-EDUCATOR, ATLAS, WORLD HISTORY AND CHILDREN'S ENCYCLOPAEDIA—HOW RUN AND HOW ADVERTISED.

(Special Correspondence.)

CLUN HOUSE, LONDON.

The great publishing enterprise known to the public as the Harmsworth organization comprises, as well as numerous daily and weekly newspapers, periodicals and magazines, a large and important book publishing department. In America the name of Lord Northcliffe (Sir Alfred Harmsworth) stands for the proprietor of the *Daily Mail* and the recent captor of *The Times*. But the Harmsworth newspaper outfit includes a good deal more than this. The Harmsworths are organized into several companies. Associated Newspapers, Limited, owns the *Daily Mail*, *Evening News*, *Weekly Despatch*, the *Over-Seas Daily Mail* and the *Daily Mail Year-book*. The Pictorial Newspaper Company owns the *Daily Mirror*, which, with the exception of the *Daily Mail*, has a larger circulation than any other morning paper in the United Kingdom. The Amalgamated Press owns a number of periodicals other than newspapers, as well as several monthly magazines. But, in addition to his share in all these, Lord Northcliffe personally owns the *Observer* and the *World* (London weekly papers); and other members of the Harmsworth family own a chain of papers in Glasgow and Leeds, and also the oldest London evening paper, the *Globe*.

As well, there is the great Harmsworth book department, conducted by a director, who is also one of the oldest members of a staff famous for the preference shown to young men. This is Mr. G. A. Sutton—the brain and central nervous system of the Harmsworth book system—editori-

ally, advertisingly and organizationally.

The book department issues what are called part-publications. These are quite important books issued in installments at intervals, just like a magazine, but intended to be bound up when completed. They are handled by the news trade, the same as any kind of periodical. The father of part-publications is the old-fashioned house of Cassell & Co., Limited, who have been running, ever since I can remember, books like "Old and New London," various illustrated Bibles, the *Doré Milton* and the *Doré Dante*. Long usage seems to have established the fact that the way to run such things is to issue the parts once in two weeks at sevenpence a number. Why sevenpence and why fortnightly, I do not know. Neither does anybody else know. Very likely, it is not really the best way, but it is the way we are accustomed to. People in England would a good deal rather have a thing done in the way they are accustomed to than have it done in the best way.

Anyway, this convention has been accepted by the Harmsworths. They always issue them at sevenpence and always fortnightly. I think the long chain which they have issued began with a thing which was run in connection with the late Queen Victoria's Diamond Jubilee. It was called "Sixty Years a Queen," and published fortnightly at sevenpence. At the end of the series there was issued, as there are issued for all these part-publications, binding-cases, by which the complete numbers can be aggregated into handsome sets of books. Thus, for seven cents a week, or just one cent a day, a man is enabled to acquire a handsome set of books and never miss the cost of them.

"Sixty Years a Queen" proved a success, and, still feeling their way rather cautiously into the part-publication business, the Harmsworths next began, during the Boer War, a serial having the sanguine title, "With the Flag to Pretoria." The late G. W. Stevens was sending home to the *Daily*

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Mail some of the most picturesque war correspondence we had ever had, so it was a natural thing for the *Mail* to run a work of this kind, as well. "With the Flag" was a finely illustrated work, planned to finish with the capture of Pretoria. This event did not come along quite as soon as the Harmsworths (and a good many other people) expected. But the work was so popular that it held its subscribers, and, though there had to be eighty-two parts issued before Pretoria finally fell into the hands of the British, the public did not seem to mind buying the whole story.

In getting out a part-publication, the problem is a curious and interesting one.

A part-publication is no good to a man unless he buys the whole. He cannot begin in the middle, unless he likes to put up the money for the back issues. Consequently, you have to get all your buyers within a week or two of starting. The big advertising has to be done at the outset, and it all has to be done in the dark. But the Harmsworths had two very great advantages in this respect. Lord Northcliffe personally, and the organization which he controls and which manifests his personality in every detail of it, a quite unique power of knowing what the public wants. This is advantage number one. The second advantage is that the Harmsworths have always had a reputation for giving people plenty for the money. No one is afraid that anything with the Harmsworth imprint will not, according to popular taste, be good value. People can see the first installment at the nearest book-stall or newspaper shop, and have no cause to doubt that the succeeding parts will be up to sample. Consequently, they are not afraid to start on a considerable series of serial payments. They do not think that they will get a nice first issue, and that the subsequent installments will tail off.

Obviously, if a part-publication were conducted in this manner, readers would abandon it after

The UNION

of Springfield,

Massachusetts

Published in its

Morning edition

alone a greater

number of lines

of Paid Adver-

tising than any

paper in the

State; one Bos-

ton Daily ex-

cepted.

having a few installments. They would cut their loss. They are held by no contract. They buy or they leave the part unbought, just exactly as they buy or refrain from buying a magazine. In practice, most people give an order to the nearest news agent to leave the parts at their house as the parts appear. But there is nothing to prevent them from stopping the order at any moment. They could be prevented from stopping by continued large advertisements, no doubt. But that would not pay. It takes very big advertising to get a serial started, and if one had to continue on the same scale for eighteen or twenty months, the advertising would eat up all the profit. It pays better to let a certain number of buyers fall off, and with any serial, whoever issues it, this falling off is bound to be considerable. Of the first issue of the Harmsworth Encyclopædia 500,000 were sold. It ran into forty parts—nearly two years. But at the end of nearly two years 300,000 people were still found ready to buy No. 40, which is a good record, according to general experience.

This Harmsworth Encyclopædia was, to my mind, about the most daring enterprise that any publisher of part-publications has ever attempted. It began to be issued in the spring of 1904. At this time the Encyclopædia Britannica had for a long time been widely and most ably advertised. The history of the Encyclopædia Britannica in its modern manifestations is well known. Acting in conjunction with *The Times*, two Americans—H. E. Hooper and W. M. Jackson—took the latest edition of the Encyclopædia Britannica and cut the price in half. Subsequently, they added ten additional volumes, bringing the work absolutely up to date.

It is ancient history that five or six times as many sets as had ever been sold of the Encyclopædia Britannica were sold by the *Times*-Hooper-Jackson combination. It is also ancient history that by far the finest advertising that had ever been seen in the country was the implement by

which this amazing result was secured.

Very well. When for about five years the newspapers had been filled with the brilliant advertising of the Encyclopædia Britannica, and when thousands upon thousands of sets had been sold, the Harmsworths unemotionally announced an entirely new encyclopædia, the Harmsworth Encyclopædia! You would have thought that everybody who was capable of wanting an encyclopædia had been fed up. But the Harmsworth organization had the genius to see, first, that there must be a tremendous crowd who would like to have an encyclopædia, but who would not pay, even by installments, so large a sum as £28-\$140. And they also had the genius to see that the desire of these numerous people for an encyclopædia had been violently and most skilfully stimulated through the *Times* Encyclopædia Britannica advertising, and that these unsatisfied encyclopædia lovers could be relied upon to come forward and take in a fresh work. They did come forward—half a million of them—for the first number, and, as I have said, 300,000 remained faithful to the fortieth.

The success of the Harmsworth Encyclopædia led to the issue of a number of educational works under the general editorship of Mr. Arthur Mee. After the Harmsworth Encyclopædia came the Harmsworth Atlas, the Harmsworth Self-Educator ("Education, Success and Fortune for a Halfpenny a Day"), and the Harmsworth History of the World. All were issued at sevenpence per fortnightly part.

The most recent enterprise of this series is the Children's Encyclopædia, which, like other serials, was started off with good newspaper advertising, under the direction of Mr. J. McBain. This enterprise is remarkable and bold: no previous publisher hitherto had ever made a striking financial success in the issue of children's literature. It had good fortune in securing a testimonial from Marlborough House—"The children of the Princess of Wales are delight-

ed with Mr. this.

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ed with it and glad to possess it." Mr. McBain made good use of this.

The advertising of the Harmsworth publications is not by any means confined to the Harmsworth newspapers and periodicals; and as a feature of the management it may be mentioned that the publication department is charged by all the Harmsworth publications with full scale rates for any space taken. The publication department has to take its chance with other advertisers, and book-up space in exactly the same manner as anyone else.

The issue of a work in serial parts, and, finally, of the binding material to enable the set of works to be completed, is not the end of the sale. As soon as a work is completed, the publication department binds up some sets, and begins to sell them on the installment plan, delivering complete on the first payment and collecting the price monthly. There is consequently a second sale here, so long as the remainder of the copies printed lasts. These completed sets are run by a mail order and follow-up organization, under the charge of Mr. George J. Orange, who was once advertising manager to Martin Brothers, the mail order tobacco people, whose story I told some weeks ago in **PRINTERS' INK.**

The number of copies to be produced is a serious initial problem. It is necessary before starting a book to gauge the number of people who will buy Part One. It is never economical, and not always easy, to reprint, supposing the demand to exceed the supply. In the case, for instance, of the Harmsworth Atlas, which ran to thirty-six parts and was a very fine work indeed, the color printing was elaborate. Two months' time was necessary to print one complete fortnight's issue. Now, in estimating the number of Atlases which could be sold, the publishers were confronted with the problem, that if they overestimated the possibilities of the thing, they would be landed with a very expensive surplus. On the other hand, if they underestimated

the demand, they could not rectify the error under eight weeks. What happened was that they underestimated it. The first part was reprinted, and people more or less patiently, but generally less, went on taking the second, third and fourth installments, and waited for the first installment to be reprinted and delivered to them.

Out of the sale of complete and bound-up serials arose a new form of business—the issue of books in complete sets. One series quite curiously, was operated in both ways. This was the Punch Library of Humour, consisting of extracts from *Punch*. Ribald Americans say that *Punch* is no laughing matter; but it contains the kind of jokes that we like here. The Punch Library of Humour came out at first in parts, but finally it was decided to complete it at one jump. The individual volumes are complete in themselves. There was nothing to prevent anybody from buying one of them, and being content with it alone. It was not, therefore, quite like any other serial publication.

A considerable feature of book-selling in this country of late years has been the re-issue of successful novels in cheap form at sixpence—twelve cents—and the *Daily Mail* sixpenny novels have been probably the most successful of all of these. Different books have been issued in this series. With one exception, all of them have been books previously issued in the ordinary six-shilling novel form (\$1.50) at twelve times the price. The one exception has been that very successful detective story "The Yellow Room." This had run to thirty-five editions in France, and had been translated into almost every civilized language. The Harmsworths obtained the English rights, and issued it at sixpence. It was very cleverly advertised, and had a huge sale even for a sixpenny novel. It is curious to note, however, that even of this exceptionally successful work of fiction, the sales were not so great as those of the most successful of the serious books issued in parts.

THOMAS RUSSELL.

All About Bonds

A liberal education may be gained by reading a small book, written without prejudice for or against any issue. It explains the difference between Government, Municipal, Railroad, Public Service, Public Utility, Hydro-Electric, General Mortgage and Debenture Bonds. Send 10 cents to

MESSRS. CLARKESON & CO.,
43 Exchange Place, New York.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office
1536 BROADWAY, NEW YORK CITY

"Uneeda Biscuit"—
(Of Course You Do!)

This famous brand, says Manager Mace, "is a strong argument in favor of the catch-line when applied to an advertised article."

You know this, too. But you have neglected its opportunities for lack of the slogan.

Get one. Tell Thompson to make one for you. Thompson originates and sells slogans for trade names and business. Just Tell Thompson, 281 Lark street, Albany, N. Y.

"A Daily Newspaper for The Home"

The Christian Science Monitor

OF BOSTON, MASS.

Every Afternoon Except Sunday

The largest national circulation, adequate local, national and foreign news service. Full page of editorials. Unique home forum page.

Advertising rates furnished on application.

ANNUAL MEETING OF THE NOVELTY MANUFACTURERS.

The National Association of Advertising Novelty Manufacturers held its semi-annual meeting in Chicago, March 9th, 10th and 11th.

The association was organized in 1904 and includes about sixty of the strongest concerns engaged in the manufacture of advertising signs, calendars and novelties. About thirty-five members were present, and the following officers and directors were elected:

President, Orva G. Williams, of The O. G. Williams Mfg. Co., Chicago; first vice-president, H. B. Hardenburg, of H. B. Hardenburg & Co., New York; second vice-president, Geo. H. Jung, of the Geo. H. Jung Company, Cincinnati; secretary, Francis H. Robertson, of Robertson-Putnam Company, Chicago; treasurer, C. L. Cruver, of The Cruver Manufacturing Company, Chicago.

Board of directors—Chairman, A. E. Crowley, of The Merchants' Publishing Company, Kalamazoo, Mich.; I. Wetzel, of Wetzel Brothers' Printing Company, Milwaukee, Wis.; W. W. Durbin, of The Scioto Sign Company, Kenton, Ohio; U. O. Colson, of U. O. Colson Company, Paris, Ill.; F. A. Geiger, of Geiger Brothers, Newark, N. J.

Among the subjects discussed were: "What an Advertising Line Should Include," "The Market—Our Chief Asset," "A One-Price System," "Is It Advisable to Sell Goods Through Brokers, Etc."

Sessions of the 10th were given over to analysis of different lines of goods manufactured and sold by the manufacturers. A permanent secretaryship was established, with headquarters at Chicago.

AN AD CLUB IN ATLANTA.

The Atlanta Ad-Men's Club of Atlanta, Ga., was recently organized with sixty-five members, and these officers:

President, T. H. Brannen, of Brannen's Drug Store; 1st vice-president, E. Ray Rogers, of Davison-Faxon-Stokes Company; 2d vice-president, Evelyn Harris (son Joel C.), of Southern Bell Telephone Company; secretary and treasurer, Paul P. Reese, of J. K. Orr Shoe Company.

Executive Committee—President and Secretary, Roby Robinson, Atlanta Constitution; S. E. Davidson, Atlanta Georgian; Chas. D. Atkinson, Atlanta Journal; St. Elmo Massengale, president Massengale Agency; J. C. McMichael, McMichael Agency. Membership Committee—G. M. Chapin, editor Practical Advertising; O. H. Hall, Southeastern Underwriter; Robt. Johnston, Uncle Remus-The Home Magazine Entertainment Committee—B. C. Broyles, of Whitehead & Hoag Company; C. A. Smith, of Jacob's Pharmacy Company; J. P. Allen, of J. P. Allen & Co.

Meetings will be held once a month.

GUNNING BECOMES GENERAL ADVERTISING AGENT.

Negotiations which have been in progress for some time have just resulted in the complete transference of the material and mechanical part of The Gunning System, Chicago, to the Thomas Cusack Company, who, with other companies, will execute the painting part of The Gunning System's work. This means the realization of an ideal of Mr. Gunning for a big undertaking. The Gunning System will now immediately begin the organizing of various departments, including a department of newspapers and magazines, a department of outdoor advertising, novelty advertising, merchandising, copyrights and patents, and others, completing a very ambitious business-building institution. Experienced men will be placed at the head of each department, and the advertising of any concern of whatever nature will be taken and the most modern ideas of merchandising and advertising by whatever mediums seem judicious, will be undertaken.

"So great have many business organizations become," says R. J. Gunning, "that their promotion needs a special ally with special machinery for a campaign of advertising. The demand for such an ally is enlarging with the country's growth, and we are preparing for the work. In the future we will not only recommend painted signs, but every other advertising method which seems best

adapted to accomplish the purpose. In the future it will utilize newspapers and magazines quite as freely as it has the billboards, without any special leaning to any medium.

"Our object in disposing of our painting interests is to be in a position to advise any method of publicity we consider practical, without distinctly favoring a particular method."

This change has created considerable surprise, but also congratulation. Mr. Gunning was a sign painter in 1873, and started his career with John A. Hamlin in painting signs for Wizard Oil. His organization rapidly grew to its present large size.

The Bailey-Wright Company, Cleveland, has just issued a somewhat unusual booklet, in which very excellent color half-tones are printed on rough paper. It is one of the first and best examples of this character.

No hard times here. 1 Tube Mill—2 sheet mills—5 big glass houses, 1 crucible steel plant and one hundred lesser plants paid big wages every week in 1908. Men get as high as \$12.00 a day—that makes buying power. Get a line on this great field—send for our rate card. **Washington Record, Washington, Pa.**

The Moving Picture News

(America's Leading Cinematograph Weekly)

Editor, ALFRED H. SAUNDERS

Write to our advertisers and ask their opinion of the value of the "News" as a medium. We reach 7,860 Moving Picture Men throughout the world. Write for sample copy and rates.

CINEMATOGRAPH PUB. CO.
30 West 13th Street, New York

The Boston Cooking School Magazine

OF CULINARY SCIENCE AND DOMESTIC ECONOMICS

JANET McKENZIE HILL, Editor.

Here is a magazine that sells goods at a low cost. We will send you statistics on its pulling power. It has 25,000 subscribers who pay their full dollar a year. Eighty-five per cent of its subscriptions are renewed each year. It is now in its

thirteenth year, so it is no experiment. If you want to get your product on the tables of the best people in the country, use the Boston Cooking School Magazine. Write for sample copy and rates.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON.

Secretary, J. I. ROMER.

OFFICE: 12 WEST 31ST STREET,

NEW YORK CITY.

Telephone 5203 Madison.

The address of the company is the address of
the officers.

New England Office: 2 Beacon Street, Boston.
JULIUS MATHEWS, Manager.

London Agt., F. W. Sears, 50-52 Ludgate Hill, E. C.

Issued every Wednesday. Subscription
price, two dollars a year, one dollar for six
months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, April 7, 1909.

That New England
New England—which has long

enjoyed the reputation of being the cradle of conservatism—is rapidly becoming aggressive, needs no further proof than a recent accomplishment of Boston's now combined commercial bodies. After years of disorganization, the business men of Boston not long ago got together and used their brains for common good. They discovered, for instance, that the means of handling coal in Boston and vicinity was exceedingly unscientific and uneconomic. By the employment of laboratory methods, the heat units of the various kinds of coal it bought were exactly determined, resulting in the saving of hundreds of thousands of dollars to Boston manufacturing concerns. This saving, however, was small compared with the saving that was accomplished when these united commercial bodies organized to handle the unloading and carriage of coal more economically at the docks. Proper machinery was adopted, with the result that the saving to Boston manufacturers amounts to many millions of dollars annually.

These and other accomplishments of the Boston commercial

associations prove what New England Yankee shrewdness can achieve when it sets to work its brains. The recent movement by New England advertising men for pushing advertising interests in New England is also of real national interest. The number of manufacturers in New England is very large, and the prosperity of advertising agencies and magazines in other parts of the country depends somewhat upon the success of those who are aiming to lift the many remaining conservative manufacturers in New England to a proper appreciation of modern advertising.

A strong movement in this direction has been observable for several years. The establishment of branches for J. Walter Thompson, Frank Presbrey, and George Batten, and the hard work put in by magazine representatives, have all tended to break up the extremely conservative attitude with which many New England manufacturers have for a long time met the advances of advertising men. The signs undoubtedly indicate a steady increase in the volume of New England advertising. The recent rejuvenation of the Educator Cracker, after some twenty years of conservatism, and its consequent success, will have many prototypes in the near future.

The value of advertising to New Englanders is apparent on its face, for manufacturing towns have always been considered prime advertising prospects, and New England is particularly rich in them.

The fact that Boston is so well governed speaks still further for New England thrift. The present Mayor found a debt of \$100,000, and has ended his first year with a cash balance of \$400,000—a thing almost unprecedented in American cities.

That Collier Refund

At the Sphinx Club banquet recently, the advertising manager of a prominent concern incidentally deprecated the refund plan of *Collier's Week-*

ly. Perhaps he meant it more humorously than seriously, but it would be particularly unfortunate if the impression was gathered that a step such as was taken by *Collier's* was undesirable.

To those advertisers who have been working hard for years to secure more definite and straightforward circulation dealings with publishers, the stand taken by *Collier's* was nothing short of a boon. The prominent position occupied by *Collier's*, and the unequivocal nature of its stand for absolutely specific circulation statements, undoubtedly was a strong influence in the same direction throughout the publishing field—something devoutly to be wished for, and to be treated with respect and gratitude.

An evolution is going on at present among publishers in the matter of circulation, and the time will undoubtedly come when circulation data will be universal, open, and publishers will realize the benefit of such a policy.

On the other hand, advertisers will grow to understand the relative merits of quantity and quality in circulation, and cease to over-emphasize quantity, until a thoroughly scientific basis for circulation judgment will be finally reached.

At this time, a move such as made by *Collier's* ought to receive the heartiest support from advertisers everywhere, as something in the interest of the entire advertising business; and cynical depreciation should find no sympathy.

N. W. Ayer & Son Celebrate 40th Anniversary

Anniversaries as a rule are uninteresting, but there are occasionally notable exceptions.

On April 1st, N. W. Ayer & Son, Philadelphia, celebrated the fortieth anniversary of their business career in a quietly appropriate way. At the same time the thirty-fourth anniversary of the connection of Mr. H. N. McKim with the firm was observed.

The success of this large and

famous advertising agency has been and is of vital importance to the entire advertising business. For forty years it has stood firmly upon its ground, and maintained the principles of the advertising business which are now recognized everywhere, during the time when it seemed as if not a shred would be left of them. N. W. Ayer & Son have always stood like a rock against the efforts to lower commissions, and their position has lent a tower of courage to other advertising agents to take the same fair and necessary stand. "There have been many times," says one of the most prominent advertising agents in the country, "when I feel sure I would have failed to maintain my position if I had not been able to point to the firm of N. W. Ayer & Son and prove that the advertising agency business was still maintaining its principles."

The honorable, consistent and unswerving business policy of N. W. Ayer & Son has undoubtedly been a chief element of strength and dignity in the advertising profession. It has commanded the respect of large firms and corporations which otherwise would never have come into the advertising field; and to its standing and ability is undoubtedly due the entry of so many of the biggest and best manufacturers and corporations into magazine, newspaper and outdoor advertising. The rapid advancement of advertising away from charlatanism, disorganization and dishonesty can be traced from the time that representative manufacturers with principles were first induced by N. W. Ayer & Son, and others who followed their lead, to use printers' ink for establishing their trade-marks.

The entire advertising profession is stronger and more prosperous to-day because of the forty years' activity of N. W. Ayer & Son, and the entire advertising and publishing world will unquestionably cordially unite with PRINTERS' INK in tendering the leading advertising agency in America congratulations on its long and important career.

Another Guaranteed Star Paper

It always marks a distinct event in the newspaper field when a paper joins the PRINTERS' INK Guaranteed Star List. The addition of the Johnstown, Pa., daily and weekly *Tribune* makes a total of 68 papers on the list.

The Johnstown *Tribune* is very highly regarded by local advertisers, and its foreign advertising thus far carried is of a representative character. Its policies and principles, both in editorial and business departments, are such as to command respect and confidence. It insists on strict compliance with contracts and rates.

The *Tribune* has, according to its publisher, never been less than 20 per cent ahead of competitors in the volume of local advertising, and many times, more. PRINTERS' INK welcomes the *Tribune* to the ranks of Guaranteed Star mediums, which are admitted to be the best in the country. One hundred dollars has been paid to PRINTERS' INK, to be forfeited on presentation of proof contradicting the *Tribune's* sworn circulation statement.

The following is the list of PRINTERS' INK Guaranteed Star mediums:

Post, Denver, Colo.
Morning Telegram, Bridgeport, Conn.
Evening Star, Washington, D. C.
Chronicle, Augusta, Ga.
Daily News, Chicago, Ill.
Record-Herald, Chicago, Ill.
Tribune, Chicago, Ill.
Svenska Tribune-Nyheter, Chicago, Ill.
Daily Review, Decatur, Ill.
Herald, Decatur, Ill.
Star, Peoria, Ill.
Journal, Peoria, Ill.
Journal, Crawfordsville, Ind.
News, Indianapolis, Ind.
Star, Indianapolis, Ind.
Evening Item, Richmond, Ind.
Tribune, Terre Haute, Ind.
Successful Farming, Des Moines, Ia.
Tribune, Sioux City, Ia.
Capital, Topeka, Kan.
News, Baltimore, Md.
Globe, Boston, Mass.
Post, Boston, Mass.
Enterprise, Brockton, Mass.
Citizen-Press, Jackson, Mich.
Morning Patriot, Jackson, Mich.
Journal, Minneapolis, Minn.
Tribune, Minneapolis, Minn.
Farm Stock and Home, Minneapolis, Minn.
Svenska Amerikanska Posten, Minneapolis, Minn.
Pioneer Press, St. Paul, Minn.

Star, Kansas City, Mo.
Daily Star, Lincoln, Neb.
State Journal and Evening News, Lincoln, Neb.
Register, Red Bank, N. J.
Standard Union, Brooklyn, N. Y.
Evening News, Buffalo, N. Y.
Argus, Mount Vernon, N. Y.
News, Newburgh, N. Y.
Record, Troy, N. Y.
Beacon Journal, Akron, O.
Journal, Portland, Ore.
Oregonian, Portland, Ore.
Telegram, Portland, Ore.
Times, Erie, Pa.
Bulletin, Philadelphia, Pa.
Press, Philadelphia, Pa.
Record, Philadelphia, Pa.
Farm Journal, Philadelphia, Pa.
Post, Pittsburg, Pa.
Telegraph, Harrisburg, Pa.
Tribune, Johnstown, Pa.
Local News, West Chester, Pa.
Bulletin, Providence, R. I.
Tribune, Providence, R. I.
State, Columbia, S. C.
News, Chattanooga, Tenn.
Journal and Tribune, Knoxville, Tenn.
Banner, Nashville, Tenn.
Post-Intelligencer, Seattle, Wash.
Times, Seattle, Wash.
Journal, Milwaukee, Wis.
Wisconsin Agriculturist, Racine, Wis.
Star, Montreal, Can.
La Presse, Montreal, Can.
Mail and Empire, Toronto, Can.

A Remarkable Newspaper and Its Remarkable Ad No publisher or advertiser should fail to read the large and striking advertisement of the Philadelphia *North American* in this issue. It is really an event in newspaper publishing. A paper which has done such remarkable things with such remarkable success as *The North American*, and which has the courage to take so large a number of advertising pages in PRINTERS' INK to tell some vital truths about newspaper publishing, is a newspaper worth studying by everybody.

The Philadelphia *North American* is one of the few great newspapers with aggressive ideals and the money to back them up. It has built for itself in Pennsylvania and contiguous territory a popular reputation, which has quite aptly been compared with the esteem in which ex-President Roosevelt is held. It has been as many-sided, as energetic and as constant in its work for public benefit as our remarkable ex-President. It has worked for political reform, for local option, for the extinction of

tuberculosis, for an opera-house for Philadelphia, and for everything else, large and small, which has seemed in the interests of common weal. Meanwhile, it has fulfilled every other function of a live newspaper, maintaining a high order of news service, and has not been afraid to take its own medicine and advertise.

In its advertisement there are things to set anyone thinking if he can think at all, and to advertisers who are accustomed to judge a medium by the character of its influence, as well as by circulation, its story will be particularly interesting. Perhaps more than any other newspaper, the Philadelphia *North American* has proved the success a newspaper can achieve by spending money to prove its sincere, active interest in public welfare.

Business Judgment

It is easy enough to increase the volume of the average business. The trick can be done by any chap possessed of good health, energy and backed by an ample bank account. But what everybody can *not* do is to get the increased business on a basis that shows a *net profit at the end of the year*.

An old concern went into the hands of a receiver not long ago despite the fact that its sales had been doubled within two years. Under a conservative management, the business had gone along for years, growing not at all or very slightly. But during all that period it had paid its stockholders substantial dividends. At the end of each fiscal year there was a nice rake-off for everybody. A new manager took hold. With him, optimism was so highly developed that it amounted to a disease. He scorned the careful and somewhat slow-going methods of his predecessors. He would boom the business tremendously. Accordingly, the force of traveling salesmen was increased three times its former size and a hurrah advertising campaign was started. As a result the volume of business was enlarged materially, but the enlargement was secured at a

cost that proved ruinous. Finally the creditors got together—various advertising interests were heavily represented at the meeting—they took the business away from the sky-rocket gentleman and handed it right back to the old, conservative manager who had not done much to make the business grow, but at least had run it so that it had paid good dividends. The extra salesmen were cut off and the slap-dash advertising stopped. If the present management should again take up advertising, they will have the money in the bank to pay for it before it is contracted for. The case has been so recently and so conspicuously before the advertising community that it will be identified without making the mention of names necessary.

This instance is cited simply to illustrate what is and what is not good business judgment. No advertising man has any occasion to pat himself on the back because the business he advertises has grown 50 or 100 per cent. The real test of his ability is whether the increase has been secured on a profitable basis. Concerns that expect their advertising agents or their advertising managers to render them expert service should be willing to give them access to the vital statistics. No advertising man can properly serve his employer if he is not allowed to have complete information as to the precise results, in dollars and cents, that the advertising is producing. Otherwise there is always the danger that the campaign will be conducted along lines which may increase the business, but will result in a net loss to the advertiser. Many an advertising agent has lost a promising account for just such a reason. He was more sinned against than sinning. How can an agent be expected to exercise good business judgment, even where he has it to start with, if he is not taken completely into his principal's confidence and allowed to know every vital fact from behind the scenes that has a bearing on the problem of increasing business on a profitable percentage of cost? A case in point is

that of the Victor Talking Machine.

It is said that Powers & Armstrong's notable success with the Victor advertising has been due to the fact that they were given free access to the innermost secrets of the business. The statement in PRINTERS' INK's article on the Victor to the effect that Mr. Johnson, president of the company, is willing to double his appropriation at any time that he can persuade his agent it is good business judgment to do so was most significant. That is, it carried its moral to those who are capable of reading between the lines and drawing logical deductions. Good business judgment is at the bottom of all advertising successes and reliable judgment can never be expected with only a partial knowledge of the situation.

Marked Copies

Manufacturers and publishers interested especially in articles in PRINTERS' INK buy large numbers of extra copies to mail to prospective advertisers and others. PRINTERS' INK furnishes envelopes, but does not mail these extra copies. Lately numerous complaints have been received stating that insufficient postage has been placed on large numbers mailed elsewhere than from PRINTERS' INK, causing the recipient to pay 4c postage due.

The envelopes containing PRINTERS' INK are not sealed—a 2c stamp will carry it anywhere in the United States; for Canada, for Great Britain, for European cities, sealed envelopes are unnecessary, and double the postage.

The Dayton (Ohio) Publicity League opened its new rooms with a housewarming and reception to business men, March 17th. After talks of W. J. LaCroix, A. F. Sheldon, of Chicago, and Dr. W. A. Funk, an unique advertising auction was held. Space which had been donated by the *News, Herald, Journal* and *Volkzeitung* was sold to the highest bidders, the proceeds going to the benefit of the club.

Owing to the illness of the editor of the *Grand Army Advocate*, Des Moines, the Des Moines Ad Club has proposed to take charge of the paper for one issue to give the editor a benefit.

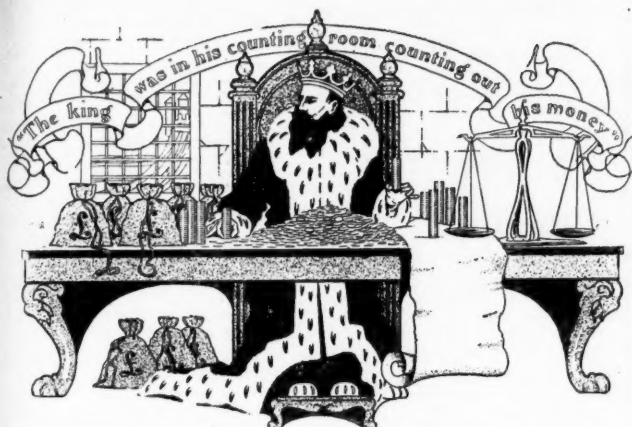
NOW IT'S ONIONS TO BE ADVERTISED.

The Texas Onion Growers' Association has appropriated a fund for the advertising of their product, to be known hereafter under the brand name of Toga Onions. To move the crop, estimated at approximately 3,000 cars, a whirlwind campaign of advertising will be launched about April 10th in such cities as Chicago, St. Louis, etc.—using quarter-page space in the newspapers. An elaborate follow-up on the commission men, retail grocers and hucksters is part of the movement submitted to the association by Messrs. Durand & Ciendenin, of the Nelson Chesman Company, which agency was awarded the contract. Next year the Texas association will use a package or container of its own for greater convenience in handling, and in order to reach the consumer with more success than is now possible under the prevailing commission methods of handling in bulk. "If profitable publicity is predicated upon the package, and good advertising conditioned upon the container," as declared by Mr. Ciendenin in his address at Laredo, "then the time is coming when the marketing of preferred produce will be governed by the same principle—and the Bermudas of the Rio Grande will lead the procession."

Carl M. Green, advertising manager of *Uncle Remus' Magazine*, states that the April number of this year carries the most advertising of any issue in the history of the publication. There are eight full pages of advertising, and it would seem from the volume of business carried that advertisers have decided that *Uncle Remus* is the magazine which covers the South.

Gilbert D. Raine has been returned to active control of his property, the *Memphis News Scimitar*, through the discharge of the temporary receiver, and the appointment of Judge J. W. Buchanan, Mr. Raine's attorney, as permanent receiver.

Mr. Raine has appointed W. M. Clemens general manager, and A. T. Moore will be elected secretary and treasurer, vice G. A. Somarindyck, resigned. Mr. Clemens will retain his duties as managing editor.



SO ARE OUR ADVERTISING PATRONS, for they have had and are still receiving large and profitable returns from their advertising space in **COMFORT**.

This sounds like an old story, and so it is. But it is a good story, a true story, and good because it is true. Like good wine it improves with age.

COMFORT is twenty-one years old and has been improving all the time.

A larger paper; a better paper; subscription price raised in May, 1908; and again in May, 1909; a more popular paper and a better class of readers.

THIS IS COMFORT'S JUBILEE YEAR

which began with our twenty-first anniversary Souvenir Number last November. It was a big success which we have followed up with frequent special occasional numbers even better and more popular. We are making continual efforts for constant improvement.

It costs us more, but it pays us better and it pays our advertisers much better.

NOTE RESULTS:—COMFORT has carried more advertising this year than ever before, and in March the most it ever had in one month.

COMFORT IS THE PRINCE OF MAIL-ORDER PAPERS

It leads, others follow. It has the sincere flattery of a host of imitations, but they lack the true ring of the genuine coin which distinguishes COMFORT from the counterfeit.

Comfort's Millions of Rural Readers

each month are on the *qui vive* of expectancy and keen for mail-order bargains.

They are consumers; they are buyers; **THEY HAVE CASH.**

If your copy is right, so that it could ever pay you anywhere, it will pay you well in **COMFORT**.

The progressive and alert general or mail-order advertiser cannot afford to overlook or neglect such a medium to

Round Out His Business and Increase His Profits

Engage space and send copy early for better position.

Forms close on 15th of month prior to date of issue.

Send through any reliable agency, or direct to

New York Office: 1105 Flatiron Bldg.
WALTER D. JENKINS, Jr., Representative

W. H. GANNETT, Pub., Inc.
AUGUSTA, MAINE

Chicago Office: 1835 Marquette Bldg.
FRANK H. THOMAS, Representative

Burlington, Vermont

Vermont's largest city and principal wholesale center.

The Free Press

Largest circulation of any Vermont paper. By far the largest city circulation of any Burlington paper.

Covers 100 R.F.D. routes.

Carries more local and general advertising and prints a greater amount of news matter than any other Burlington paper.

Circulation examined by Association of American Advertisers.

A Roll of Honor paper.

JULIUS MATHEWS,
Representative.

Montpelier, Vt.

Besides several manufacturing industries and extensive granite quarrying, Montpelier is one of the trading centers of a fertile farming district.

The Argus

is the recognized leading Montpelier daily.

It has today and has had for many years a much larger circulation than that of any other Montpelier daily.

It is the only Montpelier daily having the Associated Press service and its local news and country correspondence is the most complete.

Circulation examined by A. A. A.

Only paper permitting this examination!

Roll of Honor paper.

JULIUS MATHEWS,
Representative.

SUCCESS OF THE "CHRISTIAN SCIENCE MONITOR."

IN ONE HUNDRED DAYS IT HAS CLIMBED TO A HIGH PLACE AS AN UNIQUE AND SUCCESSFUL DAILY—NATIONAL CHARACTER OF ITS ADVERTISING REACH.

On March 25th *The Christian Science Monitor* put forth its 100th issue from Boston. Since it started, on November 25th, as "a daily newspaper for the home," with four editions each week-day, this unique newspaper has demonstrated that it is successfully filling a journalistic field of very wide proportions.

Many newspapers have been started by various sects of people, and most of them have failed because obviously inadequate as a newspaper, however agreeable it was to a small coterie or sect. In *The Christian Science Monitor*, however, the public early discovered that the words "Christian Science" in the title referred to aims and methods, rather than to subject matter. Instead of a whole paper made up of the news of a special denomination, as many expected, the paper made itself a general newspaper, covering the happenings of interest all over the world, as well as in Boston and New England, just exactly as any other able newspaper would cover them, *except* that scandal and sensation, so-called, were eliminated, and the record of crime and disaster minimized.

There are to be found in the *Monitor* all the high-class features of the modern newspaper, including a cable page, a sporting page, a page for the home, theatrical and musical criticisms, and an entire page for editorials. Each department is handled by trained newspaper men, and an English journalist was secured to supervise the international features and contribute a foreign editorial each day. This was done because the foreign circulation of the *Monitor* demanded special attention.

The advertising organization of the *Monitor* is much the same as that of any other newspaper—with an Eastern and Western of-

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fice—in New York and Chicago—a special Pacific Coast representative, and a London bureau. A rigid selection and revision of advertising matter is made to keep up the quality and keep down the quantity, making the advertising which is now accepted specially valuable.

The unique thing about the *Monitor* to the general advertiser is that, while its daily editions give it the looks and character of a daily newspaper, it has a magazine distribution of circulation. It is credited with having the largest paid subscription list of any daily newspaper. People are saying: "We like *The Christian Science Monitor* because it gives the news, and is interesting and clean."

The first of the four daily runs, called the national edition, is circulated not only by individual subscriptions throughout the world, but by 1,100 branch agencies, established in Christian Science reading rooms, situated in every civilized country, in addition to regular newsstand, hotel and library circulation. Following the national edition, there are separate editions, called New England edition, city edition, and last edition, with frequent extras on this last run, to keep up with the latest afternoon news.

The *Monitor* has a strong local representation, and maintains a good position with the ranking dailies of the Hub City.

Few journalistic experiments have been watched with more interest than *The Christian Science Monitor*, which has now won for itself in an astonishingly short time a solid place among widely circulating mediums. It has proved what capable journalism can do, even though it cuts out the more or less sensational features of the day's news, and even though it is run to some extent in the interests of a particular religious denomination. Christian Scientists comprise a denomination of people of certain beliefs, like many similar denominations—Methodists, Presbyterians, etc.—and that they have made the *Monitor* go is a compliment to careful business-like analysis of the situation.

Salem Evening News

SALEM, MASS.

A one-cent paper established in 1880, and the only daily in its territory, embracing a population of 150,000, within ten miles of Salem.

The daily circulation exceeds

18,000 copies

These papers go directly into the homes of prosperous people, who are never disturbed by labor troubles or poverty. The conditions make *The News* an ideal advertising medium, especially since the charge for space is low.

Rutland, Vermont

Most extensive marble quarrying interests in America. Annual output of one company alone valued at \$2,500,000.00 yearly. Fully 4,000 operatives employed in this industry alone in and around Rutland.

The Herald

Over double the circulation of any other Rutland daily. This applies both to total circulation and city circulation.

The Herald has the only telegraphic news service adequate to a modern local daily. Its expenses for and results in obtaining local and state news are also far greater than that of any other local paper!

It enjoys by far the largest patronage of both local concerns and general advertisers.

Circulation examined by A. A. A. (Only Rutland paper permitting this examination.)

A Roll of Honor paper.

JULIUS MATHEWS,

Representative.

St. Albans, Vermont

St. Albans, Swanton and St. Albans Bay have very close to 12,000 population.

In addition the Vermont Railway makes a special rate once a week, from several surrounding towns, bringing the trading population that a St. Albans retailer can count on up to over 20,000 population.

The Messenger

has a daily circulation of over 3,000 copies. Has full day service of Associated Press and its own local news reporters in all these towns in Northern Vermont to whose trade its local merchants cater.

Has a practically exclusive field in Northern Vermont. Circulation examined by Association of American Advertisers.

A Roll of Honor paper.

JULIUS MATHEWS,

Representative.

HOLBROOK'S SAUCE WINS AMERICAN MARKET WITH PAINTED SIGNS.

BACKWARD TRADE STIMULATED BY A YEAR'S CAMPAIGN—DEALERS IMPRESSED—SITES CAREFULLY CHOSEN—GOOD TRADE ESTABLISHED.

Perhaps the pronounced advertising value of painted signs was never better exemplified than recently, when Holbrooks Limited, the well-known manufacturers of "Holbrook's Sauce," came to this country with the intention of establishing a profitable trade.

The Company's product had been placed on this market some years ago, but through a distributing agency, and the results were not satisfactory. Under these conditions it was naturally very difficult to interest the retailers; consequently, the company decided to send their own representative over to take charge, and to advertise direct to the consumer, and to make arrangements with the large wholesale grocery houses to supply "Holbrook's" to all their customers.

When the company's representative called on the trade he found that his "Sauce" was, in many cases, hidden in the cellars, and that the retailers did not seem to care to have it on their shelves, since there was very little demand for it and no incentive to push it. It did not take him long to find out that the only thing to do was to start over again from the very beginning; and the first step was to contract with The O. J. Gude Company for a comprehensive outdoor advertising display covering one entire year.

Then he put a corps of men in the field to call on the dealers and tell them their plans, and so incite their co-operation. "We will carry this through along the lines laid out for one full year, if we do not sell a dollar's worth of goods," he declared. Even then the dealers were not convinced. They indicated plainly that "they must be shown."

The advertising was put out and the company waited two weeks before they again sent out

their men. When the men reported the first night they were greatly encouraged. They declared that the change was very noticeable—"we can get interviews now with men who simply would not talk to us heretofore. Not all of them are willing to place orders, but in most instances we were told to call again—that they would watch results, and perhaps make a deal with us later," they said.

The next canvass of the field found the dealers not only willing but anxious to put in the goods, to supply the demand that had been created by the advertising. Conditions have improved rapidly ever since.

This instance is only one of the many that prove the value of Outdoor Publicity over and above the simple creation of the demand. While it is true that the average dealer does not know enough about the different kinds of advertising to really have a choice, it is a fact that most dealers seem to regard outdoor work as of a very permanent and substantial nature.



A HOLBROOK SIGN.

Of course, the influence of outdoor work on the dealer can be exaggerated. Many a firm who has gone into a campaign without the necessary sales force to follow it up has been disappointed at results, and has reported the advertising as unsatisfactory. Advertising will create a demand, of course, but if the dealer is not solicited regularly, and fully informed on the value of the goods, he is very likely to substitute and thus nullify the value of the advertising.

Holbrooks Limited have so far used outdoor advertising exclusively. Their display is concentrated in the residential districts

of the city. The showing was carefully selected by H. Gilbert Nobbs, of Toronto, American manager for "Holbrook's," and is so arranged as to cover practically every approach to the various marketing centers, so that no woman or maid can go to or from market without coming face to face with one or two of the "Holbrook's" signs. The spaces average, in size, 10 feet high and 20 feet long, and it is interesting to note that although all the better districts of the city are thoroughly covered, the signs average in cost less than \$10.00 per month each.

One of the strong features of the "Holbrook's" copy is the sentence—"Made and Bottled in England." This is prominently displayed because of the fact that few people know that "Holbrook's" is the only one of the better known Worcestershire Sauces that is really imported.

AN INQUIRER'S IDEA OF AN INCUBATOR.

More unconscious humor is condensed in the following genuine letter received in the mail of the Portland Seed Co. than can ordinarily be found in a small volume:

"PORTLAND SEED CO.

"Gentlemen: If your incubators are full of eggs, where does the hen set? How many hatches a week can I get if I run it day and night, and how can you measure moisture in weather like this.

"Yours truly, "____."

The Portland Seed Co. sent a man out to see the inquirer, and learned that he thought an incubator was a sort of attachment that fitted on the hen, by means of which she could hatch a whole lot of eggs in a very short time. Many queer letters are received by this house in its large mail, but this is one of the queerest.

M. G. Simonson, for fourteen years office manager of the advertising department of McClure's, has taken the place of F. L. Rogan in the New York office of *Good Housekeeping*. Mr. Rogan is sent to the Chicago office of *Good Housekeeping*.

Northampton, Mass.

and Easthampton have a combined population of 27,000. A number of active manufacturing concerns here employ over 5,000 operatives, of which fully four-fifths are skilled labor. A prosperous agricultural section surrounding.

The Gazette

The local daily for Northampton and Easthampton.

Only local daily permitting examination of circulation by the A. A. A.

The GAZETTE has at least FOUR times the circulation of any other local paper. Goes into four-fifths of the homes in its field and in most of them it is the only daily paper taken.

Canvass of territory, street by street and house by house, sent for inspection to any advertiser.

JULIUS MATTHEWS,
Representative.

The Fall River Herald

goes into the homes of over

6,000

of the better class of mill operatives EVERY DAY. For any information address

Advertising Manager,

Fall River Herald

Fall River, Mass.

GERMAN PAPERS AND MAIL ORDER ADVERTISING.

Some of the best German papers are unique mail order mediums. On account of large circulation and the development of the habit among Germans of New York, *Das Morgen Journal*, New York City, claims to carry regularly more mail order advertising than any other German newspaper. It has specialized in this kind of advertising and educated readers to appreciate the mail order idea. The *Morgen Journal* also claims to be the only German paper which cuts off returns.

The Clarinda Lawn Mower Company, Clarinda, Ia., has just placed a large advertising contract for their Clarinda Improved Lawn Mower. This advertising will appear in the magazines and newspapers throughout the country.

FLORIDA NOTES.

Col. T. J. Appleyard, editor and proprietor *Lake City Index*, and secretary of Florida State Press Association, has purchased the plant of the Capital City Publishing Co., Tallahassee, and will probably take charge of it April 5th. This company owned the defunct Tallahassee *Daily Capital*.

Walter B. Connelly, of the *Florida Agriculturist*, has resumed publication of the only paper east of the Rocky Mountains making a specialty of tropical and semi-tropical agriculture. The paper's appearance does great credit to Jacksonville printers, and with the increasing interest in Florida the paper's future is very bright.

The Kansas City Ad Club, at the same time that the Sphinx Club in New York was feasting, held a "Sunflower Banquet" March 16th. Henry J. Allen, editor of the *Wichita Beacon*, discussed "Advertising from the Standpoint of a Kansas Newspaper Man."

Frank P. McLennan, editor of the *Topeka State Journal*, discussed the advertising uplift. Marcellus M. Murdock, manager of the *Wichita Eagle*, discussed the advancement of a state by its individual citizens. Thos. A. McNeal, editor of the *Farmers' Mail and Breeze*, talked about the development of Kansas from advertising and other standpoints. Ewing Herbert, editor of the *Hiawatha World*, discussed the rather traitorous subject of "All Men Are Advertisers." It was a particularly successful and unique occasion.

THE ELOQUENT ADSMITH.

Editor of PRINTERS' INK:

Do you want to read something real fine—something that will put it all over the best efforts of those flowery old writers of a couple of generations ago? If you do, send the boy out for a morning paper, and feast your soul on the beautiful effusions put out by the clothing houses. For instance, see how Mr. Macy can color up the announcement of so seemingly prosaic a thing as a new line of suits:

"If your thought runs back to a by-gone generation, you will think how arid was the range of styles for men of those days. Fashion is the enchantress. Her necromancy is expressed in many wonderful ways. She touches this with a brilliant tint; vivifies that with strange, novel effects in pattern; raises everything to heights of grace never dreamed of by our daddies."

Or again, referring to neckwear:

"A prodigious variety of stripes and figures in quiet, grave, sedate, demure colors for the dignified and conservative; a dizzying round of stripes and figures in fantastic, whimsical, curious convolutions of colorings that change in winding, moving plays of shade in every different angle of light."

Mr. Vogel wants to tell us that he has opened a new store, so he does it in this way:

"All reforms of the greatest moment spring from the people. A new party for better government—a new subway for better transit—a new store for better merchandising. Thoughts that cause wonder—but the wonder ceases when the Thought becomes Fact. In the time of a day the greatest accomplished fact takes an accustomed place in the general scheme of things."

"And with this store. In the three days since the opening Thought has become Fact. Before its accomplishment the task assumed huge proportions—obstacles arose with the tick of the clock—but to-day it is a familiar phase in the city's business life."

"It is providing the clothes wants of hundreds of men—the newness has worn off—it has settled into the routine of the day's work. The clothes and haberdashery for men that this new store presents is evidence of the betterment for which the house of Wm. Vogel & Son has labored."

With a little more off the same griddle.

Will someone please inform a patient seeker after knowledge if this is the kind of copy that attracts the New York business man? If it is, some of us have got to revise our views a good deal. Maybe the same man is writing it all. If he is, he must be a very busy individual indeed. Because with a few shining exceptions, all clothing houses talk to the public in about the same vein. For instance, every now and then we get a word picture from Saks that would make Messrs. Southey, Keats and Dryden sit up and take notice.

Down on Broadway and Ninth street there is a practical, long-headed business man who used to conduct a clothing establishment over on the Bowery. He was so successful there that he

eventually moved over to his present location, and the writer believes that he has a pretty good trade. In the same paper from which the above flowers of eloquence were culled, this long-headed man bought a little space. In this space he put the following:

"THREE DAYS MORE

of our sale—Suit or Overcoat to measure, \$20, from 50 pieces of fine American woolsens. This season's novelties. Worth double.

"Send for samples and see the excellent styles and quality."

"ARNHEIM, Broadway & 9th St."

The writer does not know anything about the relative merits of Messrs. Arnheim's, Vogel's, Macy's or Saks' clothing, but he is willing to wager a new silk hat that unless the three latter gentlemen's goods are very distinctly superior to the former's, that Arnheim catches the most flies.

HERBERT T. PROUDFIT.

PHONOGRAPHIC RECORDS OF
AD CLIP SPEECHES.

S. N. Spotts, secretary of the Kansas City Advertising Club, has a novel idea, in which the Edison Phonograph is to be used. He has asked a few of the members of the club for a short, snappy talk, these talks to be recorded by an Edison machine. The records will be used first for a special program of the Kansas City Advertising Club, after which the secretary will send them to other clubs, upon request, for use in their programs. No doubt this idea will be taken by other clubs, and an exchange of records by various clubs throughout the country would become popular.

PRINTERS' INK STARTED HIM IN
ADVERTISING.

LEOPOLD MORSE CO.,
Morse-Made Clothing.

BOSTON, March 23, 1909.

Editor of PRINTERS' INK:

Enclosed is a copy of the spring booklet being issued by Leopold Morse Company this season. One of the features in it that may be of more than ordinary interest is the sectional view of the store pasted to the inside back cover. This is a reproduction taken from the full-page ad we ran in all the Boston dailies last October on the occasion of the opening of our enlarged store.

You may like to know that my interest in advertising work began eighteen years ago, when, as office boy for the *Saturday Evening Gazette* of this city, I came across a copy of PRINTERS' INK. Since that time I have read every issue on the same day that the mail brought it to me, and I am glad to state that a large share of the progress I have made in the advertising field is due to the knowledge and information that I gleaned from its instructive columns.

With a final word of appreciation for the excellent publication you are producing to-day, I remain,

HENRY KUHN.

The "Worst Ad" Contest

Printers' Ink offers a cash prize for "Worst Ad" examples which have appeared within 3 months. Send in examples, with a short letter telling why the ad is bad advertising

The Worst Ad Contest closes with the following final example.

If PRINTERS' INK merely printed the examples already in hand, it could continue to fill two pages every week for months. But it has already extended the contest one month after the original date, and it must close without printing nearly 100 interesting specimens.

Contest have awarded the prize to No. 26, reproduced herewith—submitted by R. J. Weimburg, Cleveland. Typographically, pictorially and every other way it met the requirements of the very "worst" ad of all. The sheerly absurd of repulsive element in ads was not allowed to become a deciding factor.

NO. 48.

LONDON, March 12.

Editor of PRINTERS' INK:

The enclosed specimen is submitted with confidence for the banner bad ad prize. Any comment could but detract from the massive ineptitude of the copy itself. The irrelevant rooster, the delicate pat on the back of the hard-working grocer, and the kick administered to the wicked multiple-shop company are only details in the crime. It must be viewed in its magnificent entirety to be really appreciated. Here is a man who has produced a fine cocoa at

Next week the "Best Ad" Contest will begin and those who have been interested in the Worst Ad Contest are invited to contribute. Entries must be national magazine or newspaper ads appearing in the last three months and must not be submitted by advertising agents handling the business or by anyone connected with the advertiser.

The judges in the "Worst Ad"

just half the current prices. It is not a poor cocoa; it is a good cocoa; but he deliberately denies himself the advantage of a reason-why story on the cut, and ranges himself alongside the cheap and common cocoas, as if he liked being there.

THOMAS RUSSELL.

COMMERCIAL ART

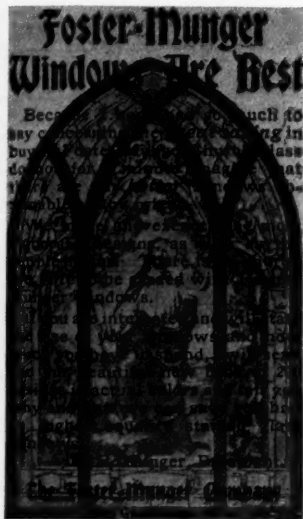
By GEORGE ETHRIDGE, 41 Union Square, N. Y.

After the generous proprietor of the principal saloon had contributed the money necessary to secure the new window for the church, the grateful committee suggested that he might like to express his wishes with reference to an inscription to adorn the window. He scratched his head in a

of effecting the combination without the mixture.

* * *

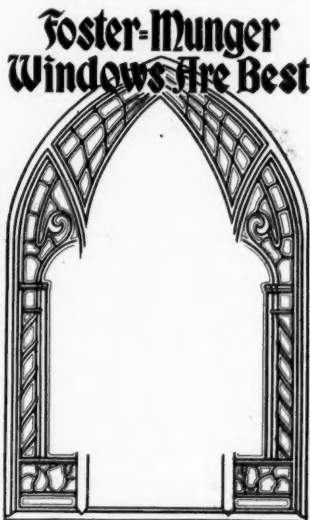
Out of the multitude of sock advertisements which goes so far toward filling the current magazines, the Everwear ad on the following page makes a good showing. The foot is sure to catch the eye, the trade-make is



NO 1

puzzled way for a moment and then gave them this suggestion—"After mass, visit Casey's."

The window in the Foster-Munger ad shown here has been treated just about in line with the suggestion of Mr. Casey, and the result is no less unfortunate and incongruous. For advertising purposes it is permissible to combine window and conversation—but not to mix them. The illustration marked No 2 represents a method



NO 2

prominently shown, and the manner in which the arrows point to the heel and toe is most effective. The general arrangement is also commendable, and the headline and text are intelligently handled.

* * *

B. V. D. Underwear has been very well advertised in the past, but the ad shown here is not one of the good ones. It doesn't look like an underwear ad. It looks more like the effort of a very cou-

servative bank, or something of that nature. The label is shown fairly well, but it must be remembered that there is nothing about this particular trade-mark that

lace or human hair. True, the tire is in plain view, but it would be much more impressive and interesting if it were shown in more appropriate surroundings. A lot of good things can be done with the picture of a tire.

Take only
This Red Woven Label

MADE FOR THE
B. V. D.
BEST RETAIL TRADE

On

Coat Cut Undershirts,
Knee Length Drawers,
Union and Sleeping Suits.

It insures correctly cut, accurately
sewed loose fitting garments, which keep
you cool in hot weather. All B. V. D.
garments are made of thoroughly tested
woven fabrics selected for their cooling and
wearing qualities.

The B. V. D. Company,
New York.



Later: There is also an automobile down in the corner, which came pretty near being overlooked entirely.

According to the Milwaukee *Sentinel's* report of the unique debate between Mayor Rose, of Milwaukee, and Dr. Samuel Dickie, the question of prohibition, Dr. Dickie wrote a letter from the advertising manager of a Milwaukee brewing company, which told the editor of the New Orleans *Times-Democrat* that unless prohibition news was suppressed, it could not expect any advertising. Dr. Dickie made a great deal of what he called this infamous method of seeing business by an advertising boycott.

A. Eugene Michel, who has for the past three years been manager of the Geo. H. Gibson Company, advertising engineers, has just opened new offices at 1572 Hudson Terminal Building, New York, as an advertising engineer to the promotion of steam specialties and apparatus, power transmission appliances and machine tools.

The Mt. Pleasant Academy, located at Ossining-on-the-Hudson, is one of the schools which firmly believes in advertising and has good reason to do so. When Chas. F. Brusse took charge of this school, ten or twelve years ago, there were six boys attending the school, and there was no advertising done. Since that time they have been consistent advertisers in the better class of publications, and the school is now running to its full capacity, numbering 120 among its scholars.

Penrose's Pictorial Annual, containing a review of the graphic arts for 1906, has just been published by A. W. Penrose & Co., Ltd., of London. This is one of the most attractive books on this subject which has ever been printed.

suggests underwear. In addition to these objectionable features, the ad is not easy to read, and only the finest type tells anything about the quality of the goods.

The tree in this G & J tire ad is a most worthy and desirable tree, and no words could be too eloquent to use in describing the charms of the lady. But it so hap-

[illegible]

pens that neither the tree or the girl have anything to do with G & J tires—they are not made of oak, neither are they fashioned of

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. **PRINTERS' INK's** Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by **Printers' Ink Publishing Company**, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Aniston, Evening Star. Quantity and quality circulation; leading want ad. medium.

Birmingham, Ledger, dy. Average for 1908, 19,370. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1908, 6,861. Leonard & Lewis, N. Y. Reprs., Tribune Bldg.

CALIFORNIA

Oakland, Enquirer. (Consolidation Enquirer and Herald.) Average for 1908, 49,473. Largest circulation in Oakland guaranteed.

Sacramento, Union, daily. The quality medium of interior California.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, 68,069; Sunday, 81,322.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily. Average for Jan., 1909, sworn, 12,527. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1906, 7,680. Average for 1907, 7,743.

Meriden, Morning Record and Republican. Daily average 1906, 7,873; 1907, 7,769.

New Haven, Evening Register, daily. Annual sworn average for 1908, 15,864; Sunday, 12,667.

New Haven, Leader. 1907, 3,737. Only ev'g Republican paper. J. McKinney, Sp. Agt. N.Y.

New Haven, Palladium, dy. Aver. '06, 9,549; 1907, 9,870.

New Haven, Union. Average 1908, 16,326; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

Norwalk, Evening Hour. April circulation exceeds 3,500. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,328; Sunday, 6,243.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,763 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. Feb., 1909, 13,068. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union dy. av. Feb. 17,372; S. 19,272 Benjamin Kentnor Co., N.Y. Chi Sp. A.

GEORGIA

La Fayette, Messenger. Weekly. Average circulation, 1908, 2,541.

ILLINOIS

Aurora, Daily Beacon. Goes into homes. June, '08, 7,954; July, 8,595; August, 9,469.

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, *Breeder's Gazette*, weekly. \$2. Average for 1908, **74,242**.

Chicago, *Dental Review*, monthly. Actual average for 1907, **4,018**; for 1908, **4,097**.

Chicago, *Examiner*, average 1907, Sunday **628,612**, Daily **166,342**, net paid. The Daily *Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED. The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT. The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York. The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '07, **62,217**; Jan., Feb., March, '08, **63,087**.

Chicago, *Record-Herald*. Average 1907, daily **151,664**; Sunday **216,454**. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening. The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Galesburg, *Republican-Register*, Eve. Jan. av. **6,709**. Double circulation other Galesburg daily.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, **7,371**.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, **16,322**. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, **21,469**.

INDIANA

Evansville, *Journal-News*. Av. 1907, **18,183**. Sundays over **18,000**. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, **26,112**.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, **1,677**; weekly, **2,641**.

South Bend, *Tribune*. Sworn average year sending Dec. 31, '08, **9,329**. Best in No. Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1908, **9,139**. "All paid in advance."

Davenport, *Times*. Daily aver. Feb., **17,194**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1907, **41,692**. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1907, **11,349**; Sunday, **13,555**.

Washington, *Eva. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, **4,070**; first 5 mos. 1908, **4,767**. E. Katz, Special Agent, N. Y.

KENTUCKY

Harrodsburg, *Democrat*. Best county paper, best circulation; largest county paper, largest cir.

Lexington, *Herald*. D. av. 1908, **7,194**. Sunday **8,255**. Week day, **7,006**. Com. rates with *Gazette*.

Lexington, *Leader*, Av. '06, evening **5,157**, Sun. **6,793**; '07 '07, eve'g, **5,390**. Sun. **7,102**. E. Katz.

Louisville, *The Times*, evening daily, average for 1908 net paid **43,940**.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, **1,294,438**.

Augusta, *Kennebec Journal*, daily Average 1908, **8,826**. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1908, daily **10,070**; weekly, **28,727**.

Phillips, *Maine Woods*, weekly. J. W. Brackett Co. Average for 1908, **7,277**.

Portland, *Evening Express*. Average for 1908, daily **14,451**. Sunday *Telegram*, **10,001**.

MARYLAND

Baltimore, *American*. Daily average for 1908, **74,702**; Sunday, **92,879**. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1908, **84,395**. For March, 1909, **87,160**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Globe*. Average 1908, daily. **176,297**; Sunday, **319,790**. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston *Globe* printed a total of 22,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.

Boston, *Traveler*, daily. Est. 1825. The aggressive evening paper of Boston. Sworn detail circulation statement recently sent to advertisers shows circulation of over **87,000**, of which 90 per cent. is in Metropolitan Boston.

★ **THE Boston Post**, Sunday av., 1908, **228,846**, gain of 12,083 over 1907. Daily average 1908, **255,534**, gain of 11,554 over 1907. Only three Sunday newspapers in the country—outside of New York City—exceed the circulation of The Boston Sunday Post. Only one morning newspaper—and that in New York—exceeds the circulation of the Boston Daily Post. Not over two evening newspapers in the country outside of New York—and only two there—exceed its circulation. In daily display advertising The Boston Post leads its chief competitors, the *Globe* and *Herald*. In Sunday display advertising The Boston Sunday Post is second only to the Boston Sunday *Globe*. In agency advertising it leads all Boston papers, daily and Sunday. Rate 25c. per agate line.

★ **Human Life**, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

★ **Clinton, Daily Item**, net average circulation for 1907, **3,012**.

★ **Fall River, Evening News**, guarantees to advertisers largest circulation in Fall River. Average, 1908, **7,639**. For 50 years Fall River's Home Paper. Recent test made by one of the local department stores on three different occasions resulted in more than twice as many sales through the *News* as through the other papers combined. The *Quality of the News* circulation counts.

★ **Fall River, Globe**. The clean home paper. Test paper. Largest circ. Actual daily av. 1908, **7,473**.

★ **Lawrence, Telegram**, evening, 1907 av. **8,939**. Best paper and largest circulation in its field.

★ **Lynn, Evening Item**. Daily sworn av. year 1907, **10,522**; 1908, average, **16,396**. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

★ **Salem, Evening News**. Actual daily average for 1907, **18,261**.

★ **Worcester, Gazette**, eve. Av. 1907, **14,682** dy. Largest eve. circ'n. Worcester's "Home" paper.

★ **Worcester, L'Opinion Publique**, daily (©©). Paid average for 1907, **4,586**.

★ **Worcester Magazine**, reaches the manufacturers and business men of the country and all board of Trades. Average 1907, **3,000**.

MICHIGAN

★ **Detroit, Michigan Farmer**. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ **Jackson Patriot**, Average Feb., 1909, daily **9,286**, Sunday **10,324**. Greatest net circulation.

★ **Saginaw, Courier-Herald**, daily. Only Sunday paper; aver. for 1908, **14,530**. Exam. by A. A. A.

★ **Saginaw, Evening News**, daily. Average for 1908, **19,886**; February, 1909, **20,582**.

MINNESOTA

★ **Duluth, Evening Herald**. Daily average 1907 **23,093**. Largest by thousands.

★ **Minneapolis, Farm, Stock and Home**, semi-monthly. Actual average 1905, **37,187**; average for 1909, **100,246**; for 1907, **108,583**.

★ The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

★ **Minneapolis, Farmers' Tribune**, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, **28,281**.

★ **Minneapolis, Journal**, Daily and Sunday (©©). In 1908 average daily circulation evening only, **75,639**. In 1908 average Sunday circulation, **73,429**. Daily average circulation for February, 1909, evening only, **74,232**. Average Sunday circulation for February, 1909, **71,927**. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance.) The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field.

★ **Minneapolis, Svenska Amerikanska Posten**. Swan J. Törnblad, publisher, 1907, **54,263**.

CIRCULATIN Minneapolis, Tribune, W. J.

★ **Murphy, publisher**. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1908, was **65,300**. The daily *Tribune* average per issue for the year ending December, 1908, was **90,117**.

★ **St. Paul, Pioneer Press**. Net average circulation for 1907. Daily, **38,716**; Sunday, **34,465**. The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to inspection.

MISSISSIPPI

★ **Biloxi, Herald**, evening. Average circulation for 1907, **1,062**. Largest on Mississippi Coast.

MISSOURI

★ **Joplin, Globe**, daily. Average, 1907, **17,080**. E. Katz, Special Agent, N. Y.

★ **Kansas City, Post**. Only Democratic paper between St. Louis and Denver. Circulation, daily and Sunday, **66,000**.

★ **St. Joseph, New Press**. Circulation, 1908, **38,320**. Smith & Budd, Eastern Reps.

★ **St. Louis, National Druggist** (©©), Mc. Henry R. Strong, Editor and Publisher. Average for 1907, **10,870**. Eastern office, 5-8 Tribune Bldg.

★ **St. Louis, National Farmer and Stock Grower**, Mo. Actual average for 1907, **104,666**.

NEBRASKA

★ **Lincoln, Deutsch-Amerikan Farmer** weekly. **143,245** for year ending Oct. 30, 1907.

★ **Lincoln, Freie Press**, weekly. Average year ending Sept. 25, 1907, **142,988**.

NEW HAMPSHIRE

★ **Nashua, Telegraph**. The only daily in city. Average for 1907, **4,371**.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1907, 9,001.

Jersey City, Evening Journal. Average for 1907, 24,078. Last three months 1908, 28,021.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Av. 1906, 18,237. Av. 1907, 20,270; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, Evening Journal. Daily average for 1908, 16,930. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 62,286.

Buffalo, Courier, morn. Av. 1907, Sunday, 447, daily, 51,604; *Enquirer*, evening, 34,570.

Buffalo, Evening News. Daily average 1906, 94,473; 1907, 94,643; 1908, 94,035.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1908, 5,132.

Mount Vernon, Argus, eve. Daily av. cir. year ending Dec. 31, 1908, 4,659. Only daily here.

Newburgh, Daily News, evening. Average circulation entire year, 1908, 6,329. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 6 mos. to March 1, 1909, 10,296.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

Benziger's Magazine, Circulation for 1907, 64,418; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, 26,641 (©©).

Leslie's Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. 180,000 guaranteed.

The People's Home Journal. 664,416, mo. *Good Literature*, 468,666 mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec., 1908, 10,260 Dec., 1908 issue, 10,000.

The World. Actual aver. for 1907, Mor., 348,424. Evening, 406,172. Sunday, 483,336.

Poughkeepsie, Star, evening. Daily average for first six months 1908, 4,469; June, 4,991.

Rochester, Daily Abendpost. Largest German circulation in state outside of New York City.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average 1906, 16,369; for 1907, 17,152.

Syracuse, Evening Herald, daily. Herald Co., pub. Av. 1908, daily 34,967; Sunday, 40,951.

Troy, Record. Average circulation 1908, 20,402. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mc. Average for 1907, 2,542.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, 16,374.

OHIO

Akron, Times, daily. Actual average for year 1906, 8,977; 1907, 9,861.

Ashtabula, American Sentinel Finnish. Actual average for 1907, 11,130.

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. 100,000.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, 74,911; Sunday, 88,373, Feb., 1909, 73,623 daily; Sunday, 99,571.

Columbus, Midland Druggist. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, Journal. 1907, actual average, 21,217.

Springfield, Farm and Fireside, over ¼ century leading 'Nat. agricult'l' paper. '07, 447,948.

Springfield, Poultry Success, monthly av., 1907, 33,260. 2d largest published. Pays advertisers.

Youngstown, Vindicator. D'y av. '08, 18,000; Sy., 10,400; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1906, 6,514; for 1907, 6,659. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1908 aver., 26,959, Feb., '09, 30,298. E. Katz, Agent, N. Y.

OREGON

Portland, Journal, has larger circulation in Portland and in Oregon than any other daily paper. *Portland Journal*, daily average 1908, 30,207; Feb., for 1909, 31,780. Benjamin & Kennor Company, Representatives, New York and Chicago.

Portland, The Oregonian. (©©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Feb. NET PAID circulation, daily, 38,063, Sunday average, 47,742.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1908, 7,888. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1908, 18,467; Feb., 1909, 18,579. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn average February, 1909, 18,023. Largest paid circulation in Harrisburg or no pay.

Johnstown, Tribune. Average for year ending December 31, 1908, 11,161. Only evening paper in Johnstown.

Philadelphia, The Bulletin, net paid average for 1908, 240,797 copies a day. *The Bulletin* goes daily (except Sunday) into nearly every Philadelphia home.

Philadelphia, The Camera. is the only best photographic monthly. It brings results. Average for 1908, **6,825**.

Philadelphia, Confectioners' Journal, mo. Average 1906, **6,814**; 1907, **5,514** (©).



There are six different manufacturers of silos advertised in *Farm Journal*, Philadelphia, for May and not a single ensilage cutter represented! Of course it is true that a silo must be built before it is filled and that a cutter is not needed until the corn is ready for cutting, still now is the time to begin in dead earnest. It will take six makes of ensilage cutters to fill the six kinds of silos and the many hundreds which have been built in previous years. Who speaks first?



Philadelphia, The Press (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1908, **95,349**; the Sunday *Press*, **133,984**.

West Chester, Local News, daily, W. H. Hodgson. Aver. for 1907, **10,687**. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1908, **13,471**.

RHODE ISLAND

Newport, The Bluejacket. Semi-mo. The only publication devoted exclusively to the interests of alienated men of the U. S. Navy. Circulation for 1908 **6,100**. Write for advertising rates.

Pawtucket, Evening Times. Average circulation, 1908, **18,189**—sworn.

Providence, Daily Journal. Average for 1908, **30,310** (©). Sunday, **25,861** (©). **Evening Bulletin**, **45,375** average 1908.

Westerly, Daily Sun, George H. Utter, publisher. Largest cir. south of Providence.

SOUTH CAROLINA

Charleston, Evening Post. Actual daily average 6 mos., 1908, **4,855**; June, **5,104**.

Columbia, State. Actual average for 1908, daily (©) **13,416** Sunday, (©) **14,130**.

Spartanburg, Herald. Actual daily average circulation for 1908, **2,992**.

TENNESSEE

Knoxville, Journal and Tribune. Week day av. year ending Dec. 31, 1908, **18,585**. Week-day av. November and December, 1908, **16,909**.

Memphis, Commercial Appeal, daily, Sunday, 1908, average: Daily, **43,788**; Sunday, **63,793**. Smith & Budd, Representatives, New York and Chicago.

Nashville, Banner, daily. Average for year 1906, **31,486**; for 1907, **34,306**; for 1908, **36,564**.

TEXAS

El Paso, Herald, Jan. av. **9,003**. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Average for 1908, **4,775**. Examined by A. A. A.

Burlington, Free Press. Daily average for 1908, **4,593**. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, Argus, dy., av. 1908, **3,357**. Only Montpelier paper examined by the A. A. A.

Rutland, Herald. Average, 1908, **4,586**. Only Rutland paper examined by A. A. A.

St. Albans, Messenger, daily. Average for 1908, **3,132**. Examined by A. A. A.

VIRGINIA

Danville, The Bee. Av. 1908, **3,066**; Feb., 1909, **3,795**. Largest circulation. Only evening paper.

WASHINGTON

Seattle, The Seattle Times (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Feb. '09, cir. of **89,436** daily, **83,763** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor **6,987,466** lines.

Seattle, Post-Intelligencer (©). Av. for Feb., 1908, net—Sunday, **39,646**; Daily, **32,083**; Weekday, **30,874**. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma, Ledger. Average 1907, daily, **17,483**. Sunday, **30,002**.

Tacoma, News. Average 1907, **16,825**; Saturday, **17,616**.

WEST VIRGINIA

Fairmont, West Virginian. Copies printed, 1907, **2,800**. Largest circulation in Fairmont.

WISCONSIN

Janesville, Gazette. Daily average, February, 1909, daily, 4,848; semi-weekly, 3,818

Madison, State Journal, daily. Actual average for 1907, 5,086.

Milwaukee, Evening Wisconsin, daily. Average 1907, 28,082 (©). Carries largest amount of advertising of any paper in Milwaukee.



Milwaukee, The Journal, evs., ind daily. Daily average for 1908, 55,827; for Feb., 1909, 59,292; daily gain over Feb. 1908, 8,020. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

Oshkosh, Northwestern, daily. Average for 1908, 8,898. Examined by A. A. A.

Racine, Journal, daily. Average for 1908, 4,350; December, 1908, 4,613.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 30, 1907, 56,317. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,428.

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1908, 15,922; Feb., 1908, 15,613; Feb., 1909, 17,121. H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1908, daily, 37,095; daily Feb., 1909, 39,889; weekly 1908, 27,428; Feb. 1909, 30,074.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1908, 17,645. Rates 55c. in.

Winnipeg, Telegram, Daily average for Feb. '09, 26,525. Weekly aver., 29,500. Flat rate.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily 103,823, weekly 50,197.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the *Daily Star* for 1907, 63,837 copies daily; the *Weekly Star*, 129,386 copies each issue.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE Daily News is Chicago's Want Ad Directory.

INDIANA

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the year of 1908 *The Star* carried 309.48 columns more paid WANT advertising than its nearest competitor.

Rate, One Cent Per Word.
The only Sunday Paper in Indianapolis.

MAINE

THE Evening Express carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE *Minneapolis Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in February, 1909, amounted to 154,098 lines; individual ads 20,819. Fifty cents per aggregate line charged. Cash order one cent a word.

THE *Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE *Minneapolis Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening by *Am. News* issues. Rate, 10 cents per line. paper *Di'tory* Daily or Sunday.

THE *St. Paul Dispatch*, St. Paul, Minn., covers its held. Average for 1907, 68,671.

MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,623 daily; 14,205 Sunday.

NEW JERSEY

THE *Jersey City Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation states, etc.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,130. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed. Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The *Mobile Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to the *Evening and Sunday Star*. Average, 1908, 33,762 (OO).

GEORGIA

Atlanta Constitution (OO). Now, as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (OO), Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (OO). Actual average circulation for 1906, 15,866.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,846 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1869. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Springfield (Mass.) *Republican* (☉☉). Ranks with the country's half-dozen leaders.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

Pioneer Press (☉☉). St. Paul. Most reliable paper in the Northwest.

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (☉☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The New York Times has a greater city sale than any other New York morning newspaper except one.

New York Tribune (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OREGON

The Oregonian, (☉☉), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1906, 95,349; The Sunday Press, 133,984.

THE PITTSBURG
(☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (☉☉). Oldest and most influential paper in tidewater.

WASHINGTON

The Post Intelligencer (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The Seattle Times (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (☉☉), the only gold mark daily in Wisconsin.

CANADA

The Halifax Herald (☉☉) and the Evening Mail. Circulation 15,568, flat rate.

The Globe, Toronto (☉☉), is backed by 64 years of square dealing.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

ADVERTISEMENTS

FOLDERS, CIRCULARS, BOOKLETS
—Strong, attractive, forceful matter that laughs at the waste basket; that goes straight to the point; that brings RESULTS. Well written, well illustrated, well printed. If you want that kind of a folder, circular, booklet or catalogue drop us a postal. Glad to see you—if you say so; no charge for talking it over. Address the nearest office, **THE B. AND B. CO., ADVERTISING, 118 Market St., Newark, N. J.; New York Office, in care of E. T. MITCHELL, Secy., Suite 361, 50 Church St., N. Y.**

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY, Omaha, Neb. Newspapers and Magazines.

ALBERT FRANK & CO., 25 Broad St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. F. O.), New York. Ads in the Trade Journals our specialty. Benj. R. Western, Proprietor. Established 1877. Booklet.

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest advertising medium in the world.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

BANK ADVERTISEMENTS

106 QUALITY BANK ADS \$3.00

If you want to increase your deposits and general banking business, send for my latest book, "Quality Bank Ads." This book is by a bank advertising man, and contains 106 ads devoted to Savings and Commercial Accounts, Safe Deposit Boxes, Pay Day Ads, and Display Ads. Each ad is typographically arranged—ready for the compositor. Book sent anywhere on receipt of three dollars.

N. S. SWISHER

304 S. Main Avenue

Scranton, Pa.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

ADVERTISING NOVELTIES

GET our price on any advertising novelty or premium. We have everything. Right prices. Prompt service. Write **KLINE ADV. AGENCY,** Ridgway, Pa (Branch at Buffalo).

BILLPOSTING AND DISTRIBUTING

BERNARD'S Soliciting Dept. Representing members of the Associated Billposters; can furnish estimate for a billposting campaign to cover any city, state or section of country. First-class service at Association rates, under Association guarantee and with full co-operation of every billposter with this Agency in producing the best possible results for the Advertiser. **CHAS. BERNARD,** Suite 600, Rector Building, Chicago.

BUSINESS OPPORTUNITY

FOR SALE—Controlling interest in stock company owning an established, profitable daily paper in a northern city of 50,000. Best opportunity in the U.S. Excellent reasons for selling. Proposition will bear investigation. Experienced man may have time on deferred payments. "OPPORTUNITY," Box 120, Printers' Ink.

INCREASE YOUR BUSINESS**"Business Building by Correspondence"**

tells you the latest and best methods of getting orders, checks—money—by mail.

It Tells You How to Sell Your Goods at a Profit

all over the country, to people you have never seen or known.

A Free Copy if you mention Printers' Ink.

BUSINESS DEVELOPMENT COMPANY OF AMERICA

119 Nassau St. Phone, 5374 Cortland. New York

CALENDARS FOR PRINTERS

THE largest variety in Imported and Domestic calendars for 1910—The Selling Kind—at a great saving in prices. Sample sets ready now, for printers who will place a deposit for same. **PENN CARD & PAPER CO.**, 18 N. 6th St., Philadelphia, Pa.

COIN CARRIERS

\$3 PER 1,000. Less for more; any printing, The **COIN WRAPPER CO.**, Detroit, Mich.

ENGRAVING

HALFTONES for the newspaper or the better class of printed matter. **THE STANDARD ENG. CO.**, 560 7th Ave., New York.

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1664 SPRING.**

ARE you interested in special Engravings for a special piece of work; something out of the ordinary? Special Engravings for special people are our specialty. Illustrated portfolio upon request. **BALTIMORE MARYLAND ENGRAVING CO.**, 28 S. Charles St.

ELECTROTYPES**Get Our Prices On Electros**

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati, O.

FOR SALE

MULTIGRAPH, in good condition, doing fine work, for sale, \$150. Send for sample of work. Will go to first party presenting cash. **J. A. WARD**, 53 Palmer Building, Detroit, Mich.

FOR SALE—Thirty-inch **ROLLER EMBOSSEING MACHINE** with pulley attachment—machine has been used less than 100 hours since installed. It is in A-number one condition and will be sold at an attractive price. For information address **THE ONONDAGA BINDERY**, Syracuse, N. Y.

HELP WANTED

NEWSPAPER POSITIONS—We have good openings for reporters with some experience, worth \$12, \$15 and \$18 per week. Also for linotype operators, speed not less than 4,500 minion; wages, union scale or better. All departments represented. Booklet free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

HOUSE ORGANS**HOUSE ORGANS PAY H**

They are a very profitable form of advertising for manufacturer or jobber. Writing them is my specialty. The success of advertising matter depends on its quality, and I can offer something worth while. If you will send details of what you wish to advertise, I will, without charge, plan a house organ for you; give estimate of cost; send samples of my work; and make you a special proposition on the writing.

KENNETH S. HOWARD
Livingston Bldg. Rochester, N. Y.

MAIL ORDER

MAIL ORDER Schemes. Original, Unique, Good. By a positive genius. 8 years experience advertising matter "a little better" by a past master. For something really good it'll pay you to address **C. C. ROBERTS**, Blaine, Ky.

MISCELLANEOUS WANTS

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success to my teachings. **GEORGE H. POWELL**, Advertising and Business Expert, 1155 Metropolitan Annex, N. Y.

MAYBE YOU WANT AN AUTOMOBILE—I WANT ADVERTISING SPACE. I have a handsome big Royal Blue touring car, Model M. Winton, 4-cylinder, 40-horse power, that I will trade you on good terms for the right kind of advertising space. This car has full equipment, including cape-top, and glass front. I bought it late in 1907 and it is in good condition. It cost me \$3,500.00. I haven't run it but a few thousand miles. If you want a car and have some good advertising space to trade, suppose we look over each other's wares? **C. B. CABANISS**, Room 702, 151 Wabash Avenue, Chicago.

I Can Teach YOU How to Write LETTERS THAT PULL



If you are a clever business man you can go out and talk with a customer and land an order every time.

I can teach you to talk to 1,000 or 10,000 in the time you would take to land one order personally, and get 10 or 100 orders.

However busy you are, you are not too busy to make your business bigger, to study and understand that business so you can climb to greater success.

Let me study your business personally and privately with you, criticising your regular daily letters (carbon copies), and myself actually re-writing your important sales letters till you catch the knack of making them pull for yourself.

I taught a young Japanese handling drug work and other fancy goods so that he was able to get up entirely by himself a letter which brought 267 approval orders (a \$15 centerpiece) from 350 letters, of which only 38 were returned—\$3,435 worth of business from 350 letters—nearly \$10 for every letter mailed. Mr. H. Gard, selling postoffice fixtures averaging about \$100 a sale got \$7,698 from 117 inquiries where before on the same proposition he had never realized more than \$3,000.

Very Latest Book—How to Do Business By Mail. Send \$1 for my new book, superseding all others on the subject, with thousands of points on How to Get Business by Mail, Correct Business English, with over 100 model letters of all kinds, letters that Have Actually Pulled Business.

Sherwin Cody, 1421 Security Bldg., Chicago

MULTI-TYPEWRITING

MULTI-TYPEWRITING, Addressing, Printing, Copy for Sales-Literature. Write on letterhead. R. & P. ADVERTISING SERVICE, Detroit, Mich.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY,** Washington, D. C. Established 1869.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS,** drawer 98, Cuba, N. Y.

POSITIONS WANTED

BEEN circulation manager two Scripps-McKee dailies; adv. mgr. wide-read weekly. References; re commendations. **WM. B. CATLETT,** News Scientist, Memphis, Tenn.

An advanced student in complete advertising course of the International Correspondence Schools desires a position in Chicago, or within a radius of 200 miles. Address "R. R.," care Printers' Ink.

A HUSTLING ADVERTISING MANAGER, SOLICITOR AND AD WRITER, now employed by a daily paper, seeks a change. Advertising or circulation dept. Salary moderate. Best references. "A. M. E.," Printers' Ink.

IDEA-AND-COPY MAN, now holding agency position, desires to make better connection with agency or manufacturing concern. Competent to plan campaigns. Individual style, convincing selling-talk. Address IDEAS, care of Printers' Ink.

YOUNG man, experienced in writing and preparing advertising copy, desires position with merchant or manufacturer who wants good work and appreciates it. Best of references and samples sent on request. "P. A. N.," care Printers' Ink.

CIRCULATION MANAGER, thoroughly experienced in trade paper work, original and aggressive, at present employed, wishes to change. Best of references furnished. New York publication preferred. Address "L. S. M.," care Printers' Ink.

SUCCESSFUL Advertising and Sales Manager, long experience in manufacturing houses, wants position; is a reliable and resourceful executive, thorough accountant, practical organizer and master of detail; first-class credit man; best references. "S. M.," care Printers' Ink.

I WANT A CHANGE—Do you want an all-around man of mature experience in general adv. and agency work, solicitor, accountant, or publisher's representative. 10 years in present connection (N. Y. agency). Character and habits absolutely correct. An interview might be mutually advantageous. "RELIABLE," care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

\$25,000.00 buys leading daily of central west city of 18,000. Practically all cash required. Certainly not more than 25% can be deferred with property as security. Two owners divided \$8,700.00 in cash from this property in last fiscal year. Well equipped and solidly established. Proposition No. 466. C. M. PALMER, Newspaper Broker, 277 Broadway, New York.

Owner would sell controlling interest in Large Trade Publishing Business

Reason—ill health and tired of details—would sustain advisory relations, if desired.

Business established over thirty years and is leader in its field.

Has large paid circulation and now does about \$300,000 gross business annually, and pays a good return on this sum.

\$150,000 will buy 51 per cent. Business to be turned over free of debt.

Only experienced person who has the money or security need answer.

"RETIRING," care PRINTERS' INK.

Business Going Out

The Volkmann Agency, New York, is placing some small copy for the Waterman Institute, also of New York.

The H. W. Hedge Agency, New York, is adding a few papers to the list of the Werner Company, of Akron, Ohio.

The Universal Brush Company, New York, is placing sixty-five lines four times through the St. Clair-Edwards Agency, of Philadelphia.

The Chicago office of the J. Walter Thompson Agency is putting out 1,400 lines for T. B. Jeffrey in the West.

Morris & Co. are using ten thousand lines in the Middle West through the McJunkin Agency, of Chicago.

The La Cottell Manufacturing Company is placing 1,000 lines in the South through the Snitzler Agency, of Chicago.

Clague-Painter-Jones, Chicago, has started a campaign in New England for Pillsbury's Flour.

The Dr. Charles Flesh Food Company, Brooklyn, through the Dupell Agency, of the same city, is using 10,000 lines in the West.

The New York *Herald* is using 10,000 lines in the South through Biggs, Young, Shone & Co., of New York.

I. Lewis is placing 3,000 lines on the Coast through Herbert Kaufman & Handy, of Chicago.

Space amounting to 200 inches will be used by the Mahin Agency, of Chicago, for the Gage-Downs Company.

The Blaine-Thompson Company, Cincinnati, is sending out 5,000 lines in the South for the Strauss-Pritz Company.

Newspapers in the Southwest are receiving contracts amounting to 7,000 lines, from Nelson Chesman, St. Louis, for T. F. Lynott.

The Geo. Batten Agency, New York, is making up a list for the Chalmers Knitting Mills, Amsterdam, N. Y.

Copy for four pages is going out to Southern newspapers from the Chicago office of J. Walter Thompson, for the Peters Shoe Company.

Le Restoral Chemical Company is using 3,000 lines in the South through Kastor & Sons, St. Louis.

Orders are going out to morning newspapers from H. S. Sternberg, New

York, for the account of Michaels, Stern & Co., Rochester, N. Y.

The Snitzler Advertising Agency, Chicago, Ill., has moved from the Trude Building to 206 Madison street.

PHILADELPHIA NOTES.

The Cortright Metal Roofing Company is asking for direct magazine and newspaper rates.

Henry R. Whitcraft, formerly associated with the Richard A. Foley Agency, has become advertising director of Temple University, where he will carry out a plan devised by him and accepted by the university, for raising money and greatly extending the work of the institution. Mr. Whitcraft is also carrying two or three local accounts, including the Linde Furniture House.

The Model Heating Company is placing business with newspapers direct.

N. W. Ayer & Son are asking for rates from newspapers for the Buist Seed Company, of Philadelphia.

Newspaper orders for the Maxwell Automobile are going to newspapers in this vicinity from the St. Clair-Edwards Agency.

Small copy for the Philadelphia Tabasco-Banana Company is going to newspapers from the Moss Agency.

The Ocean City Resort advertising will again be handled by the Richard A. Foley Agency. Orders for pre-Easter copy have gone out, and these will be followed by an extensive campaign throughout the summer season. Newspapers in New York, Philadelphia, Baltimore, Pittsburgh and Washington will receive the bulk of the business.

Powers & Armstrong have obtained the Campbell's Soups account, formerly handled by the Foster Debevoise Company, of New York. An experimental newspaper campaign has been started, confined to Cleveland and Boston, in order to dispel a sort of impression held by some one in the Campbell firm that newspaper advertising does not pay.

Large newspaper copy for Glo-Zo Starching Gloss is going out from N. W. Ayer & Son.

W. R. Rowe, formerly head of the business organization of the Hearst newspapers in New York, has been made general manager of the Philadelphia *Evening Telegraph*. This paper has brightened up wonderfully in the last year, and is now feeling the ef-

fect in a largely increased advertising patronage.

Copy for Brentwood Park, a real estate operation on Long Island, is going to newspapers in the large Eastern cities from the Richard A. Foley Agency.

An extensive campaign for the Prospect Brewing Company has been started by the Ireland Advertising Agency.

The Alfred Gratz Agency is sending out some business for the Auto-Sales Corporation to newspapers in small cities.

Women's magazines will be used by the Herbert M. Morris Agency to advertise the West Electric Hair Curler, and for Smith, Kline & French Co. perfumes and toilet preparations.

CHICAGO ITEMS.

Long-Critchfield are preparing orders to leading magazines for large copy on a new refrigerator account not yet announced.

The largest schedules for summer business ever run in the agricultural papers on many leading accounts are now being made up by Long-Critchfield.

Leading magazines and weeklies will receive orders from Long-Critchfield for the Seng Spring for leather rockers, beginning in May issues, and continuing into a large fall campaign.

Orders for the Portable Elevator Company on "Little Giant" Portable Grain Elevators are being sent out to a large list of agricultural papers by Long-Critchfield.

A large list of leading agricultural papers will soon receive orders for half pages from Long-Critchfield on the "Chatham" Fanning Mill to extend into the summer months.

Orders for additional space in mediums already used, and for some experimental space in new mediums are going out through The McFarland Publicity Service, Harrisburg, Pa., for the Antique Company, Lebanon, Pa.

The advertising of the Davey Tree Expert Company, Kent, Ohio, running in full-page spaces in leading outdoor publications and in half-page spaces in a few standard magazines, is handled by The McFarland Publicity Service, Harrisburg, Pa.

The McFarland Publicity Service, Harrisburg, Pa., is placing a limited line of copy in household publications for the Fuel Economy Corporation, Scranton, Pa., a new advertiser.

Religious papers are receiving orders from The McFarland Publicity Service, Harrisburg, Pa., for the advertising of the Miller Specialty Company, Lebanon, Pa.

BOSTON NOTES.

The Packard Shoe Co. is sending out orders to daily newspapers in towns where they have agents for 8-inch copy running 32 times. The account is handled by the F. P. Shumway Co.

The Ernest J. Goulston Agency is contracting for large space in no-license cities for the advertising of "Hopaline" Beer, a new temperance beverage manufactured by M. H. Cobe & Co. This agency is also placing contracts with a large list of rural papers exploiting Dr. Daniels' Liniment.

General publications are receiving contracts from the George Batten Agency for 56-line copy for the advertising of Burlington Venetian Blind Co., Burlington, Vt.

Daily newspapers are being favored with contracts for the Barry Shoe Co. through the C. F. Wyckoff Agency. The contracts call for 10 inches six months.

Newspapers in all the large cities of the country are being used by the Winchester Repeating Fire Arms Co. The copy is suggestive of President Roosevelt's African hunting trip. In addition to this newspaper campaign agricultural papers and magazines will shortly receive contracts for this advertiser. The appropriation is handled by the P. F. O'Keefe Agency.

The list of general publications for the advertising of Underwood's Devilled Hams has been completed and contracts will be sent out shortly through Street & Finney, of New York.

Charles Peipenbrunk, 95 Milk St., Boston, is asking for rates from daily and weekly newspapers throughout New England.

The Boston office of N. W. Ayer & Son is completing plans for the advertising of a great many New England schools. This office handles the advertising of 90 per cent of all the schools in the territory that advertise.

Wood, Putnam & Wood are considering a larger list of New England daily newspapers for the advertising of Waitt & Bond, "Blackstone" Cigars. Copy will run in space of three or six inches every other day for one year in preferred position.

This agency is also making up a list for the Moxie advertising covering the spring and summer seasons.

The contract for the advertising of American Telephone & Telegraph Co., whose headquarters are in Boston, is one of the largest ever placed in New England. Nearly all the leading magazines of the country are receiving contracts for twelve pages. This account is handled by the Boston office of N. W. Ayer & Sons.

The F. P. Shumway Co. is making contracts with magazines for variable space covering the issues of the rest of the year. This is for Hewes & Potter, manufacturers of "Bull Dog" Suspenders. This agency is also placing the advertising of W. W. Rawson & Co. in publications that carry seed departments.

C. H. Metz & Co., Waltham, Mass., manufacturers of the Metz automobile, have been using the general publications so successfully that they cannot fill their orders, so that no more advertising will be done until later in the season.

The advertising of the American-Napier Co. is handled by J. J. Riegel, of Wood, Putnam & Wood. Fifty-six-line copy is being sent to general publications.

George L. Torrey & Co., owners of "Mount Vernon" Rye, are using large copy in newspapers through Wood, Putnam & Wood.

KANSAS CITY—ST. LOUIS NOTES.

The King-Brinsmade Mercantile Co., St. Louis, is conducting a general publicity campaign in April and May issues of high-class women's publications, using 56 and 100-line display copy advertising women's hats. Orders are being placed through H. W. Kastor & Sons' St. Louis office.

In addition to the half-page ads in farm weeklies, the Majestic Mfg. Co., St. Louis, will use half-page copy in all the St. Louis daily newspapers in April, advertising demonstrations of the Majestic High-oven Gas Range. H. W. Kastor & Sons are handling the account.

The Huttig Mfg. Co., Muscatine, Ia., is sending out orders through H. W. Kastor & Sons' St. Louis office for April and May issues of farm papers, advertising "Green Flag" Roofing. A few more publications are being added to their regular list.

Nelson Chesman & Co., St. Louis, are placing small copy for the Magnetic Fish Bait Co., same city, in a list of mail order, farm papers and magazines.

Eagle Manufacturing Co., Kansas City, Mo., will begin its regular campaign in farm papers advertising hay-presses, in April. Copy and orders for 28 lines are going out through the Kansas City office of H. W. Kastor & Sons.

The Fisherman's Supply Co., St. Louis, Mo., is putting out orders for small copy through H. W. Kastor & Sons in a large list of farm papers, mail order publications, and the weekly editions of dailies.

Robert Hicks, St. Louis, Mo., is putting out orders through H. W. Kastor & Sons in magazines. The classified columns of April high-class weeklies and May monthly magazines are being used.

The W. R. Riley Distilling Co., Kansas City, Mo., has just begun a big campaign for its mail order whiskey department in weekly newspapers and metropolitan dailies throughout the country. Copy and orders are going out through H. W. Kastor & Sons' Kansas City office for 100-line copy on a regular schedule. Contracts for 5,000 lines are being made.

The Idaho Land Company, Kansas City, Mo., is placing 14-line copy in a large list of farm papers for April. Orders are going out through H. W. Kastor & Sons' Kansas City office.

The Swartz Importing Co., St. Louis, Mo., are using display and classified in a large list of magazines, weeklies and mail order publications. H. W. Kastor & Sons' St. Louis office is sending out orders.

The Kansas City Hay Press Co., Kansas City, Mo., will begin its regular spring and summer campaign in April issues of farm papers advertising hay presses. Twenty-eight-line display copy will be used. Orders are going out through the Lightning Advertising Co., Kansas City.

John W. Schroers, for a number of years identified with the business management of the German-American Press Association newspapers, and later business manager of the St. Louis *Times*, who severed his connection with these publications several months ago, will leave St. Louis April 15th to join the forces of the Hearst newspapers in New York. Mr. Schroers has been a resident of St. Louis for 32 years.

Mr. C. P. Umstot, until recently connected with the copy and art department of the Long-Critchfield Corporation, Chicago, has been engaged by the Western Advertising Co., St. Louis, to take charge of its copy department.

Massengale Advertising Agency, of Atlanta, Ga., is sending out contracts to the daily papers for Coca-Cola advertising for the season 1909, also additional orders for Buffalo Lithia Water and Henry Chemical Co.

Perry Lukens, Jr., Tribune Building, New York, has been appointed representative of the Quebec (Canada) *Chronicle*.

The Merrill Adv. Agency, Inc., New York, has moved from the Townsend Building and are now located at 1161 Broadway.

Goldendale, Wash., reports that it is literally swamped with inquiries as a result of its advertising, costing \$100 a month, running in a list of farm journals and big weeklies in the Middle West and Central States. The advertising has already raised the price of land near Goldendale.

The Opinion of Printers' Ink

is more sought, more valued, oftener quoted, in matters of importance to advertisers and publishers than that of any other publication or person.

It is the accepted authority—the recognized organ of publishing and advertising interests.

It is the opinion of PRINTERS' INK that any publication worth advertising in is worth advertising, and

That the columns of PRINTERS' INK offer the logical medium for such advertising.

The most successful publishers share this opinion, as is evidenced by the appearance of their announcements in these pages.

No meritorious publication ever yet advertised systematically in PRINTERS' INK without securing satisfactory results therefrom.

Forms close Thursday for the following week's issue.

PRINTERS' INK PUBLISHING COMPANY
12 WEST 31st STREET -- -- NEW YORK

—9,059-Word Business Book Free

Simply send us a postal and ask for our free illustrated 9,059-word Business Booklet which tells how priceless business experience, squeezed from the lives of 112 big, broad, brainy business men may be made yours—yours to boost your salary, to increase your profits. This free booklet deals with

- How to manage a business
- How to sell goods
- How to get money by mail
- How to buy at rock-bottom
- How to collect money
- How to stop cost leaks
- How to train and handle men
- How to get and hold a position
- How to advertise a business
- How to devise office methods

Sending for this free book binds you to nothing, involves you in no obligation, yet it may be the means of starting you on a broader career. Surely you will not deny yourself this privilege, when it involves only the risk of a postal—a penny! Simply say "Send on your 9,059-word Booklet." Send to **SYSTEM, Dept. 188-7, 151-153 Wabash Ave., Chicago**

Meet Publishers and Advertisers in New York

Scarcely a day when there is not a dozen or so lunching at the Grand Hotel at 31st street, and Broadway.

What do you want to know about New England ?

Any advertiser anywhere in the United States who wants information regarding New England, any state, city or town, its population, people, occupation, earning power, names of merchants, druggists, bankers, etc., will receive the information they desire by writing to the Sales Promotion Department, Julius Mathews Special Agency, 2 Beacon St., Boston, Mass.

☞ WHEN YOU SPEND MONEY FOR ADVERTISING do you go over the question of the mediums *yourself*—or do you leave that entirely to some one else?

☞ If you had a ready reference book of *all* the rate-cards of *all* the publications of any value to advertisers—wouldn't you go into the question a little deeper yourself? That is the kind of reference book

The Advertisers National Rate Book **"The Book of 30,000 Rate Cards"**

offers you. Gives complete information on the cost of every known method of advertising.

☞ Something that has never been published before.

☞ 800 loose leaf pages (12 x 16) *kept constantly up to date.*

☞ Contains advertising information that would cost you months of time and thousands of dollars to collect yourself.

☞ With this book on your desk you can make up your advertising campaign without disclosing your plans to anybody.

☞ As indispensable in the advertising field as Dun or Bradstreet in the financial field.

☞ A book of priceless value to advertisers and advertising agents.

☞ Send for sample pages and complete information.

☞ We furnish estimates on cost of any advertising campaign and do it impartially, for we are unbiased and have no interest in how much you spend.

Advertisers National Rate Book
World Building :: :: New York City

For the convenience of New England advertisers, a branch office of this Agency, under charge of Mr. Edward F. Gould, has recently been opened in Boston, Mass. Our New England branch is operated under the direct supervision of the central Presbrey organization of New York City. The correspondence of New England manufacturers or other business houses having a selling or advertising problem to solve is solicited on behalf of the Boston office of this Company

A Partial List of the Presbrey Clientele in New England

American Writing Paper Co., Holyoke, Mass.; Smith & Wesson, Springfield, Mass.; Wilcox & White Co., Meriden, Conn.; G. F. Heublein & Bro., Hartford, Conn.; Stetson Shoe Co., So. Weymouth, Mass.; Marlin Firearms Co., New Haven, Conn.; Hopkins & Allen Arms Co., Norwich, Conn.; Locomobile Co. of America, Bridgeport, Conn.; Harvard Brewing Co., Boston, Mass.; R. Wallace & Sons Mfg. Co., Wallingford, Conn.; Fletcher Manufacturing Co., Providence, R. I.

FRANK PRESBREY COMPANY

3 West 29th Street
New York City

120 Boylston Street
Boston, Mass.